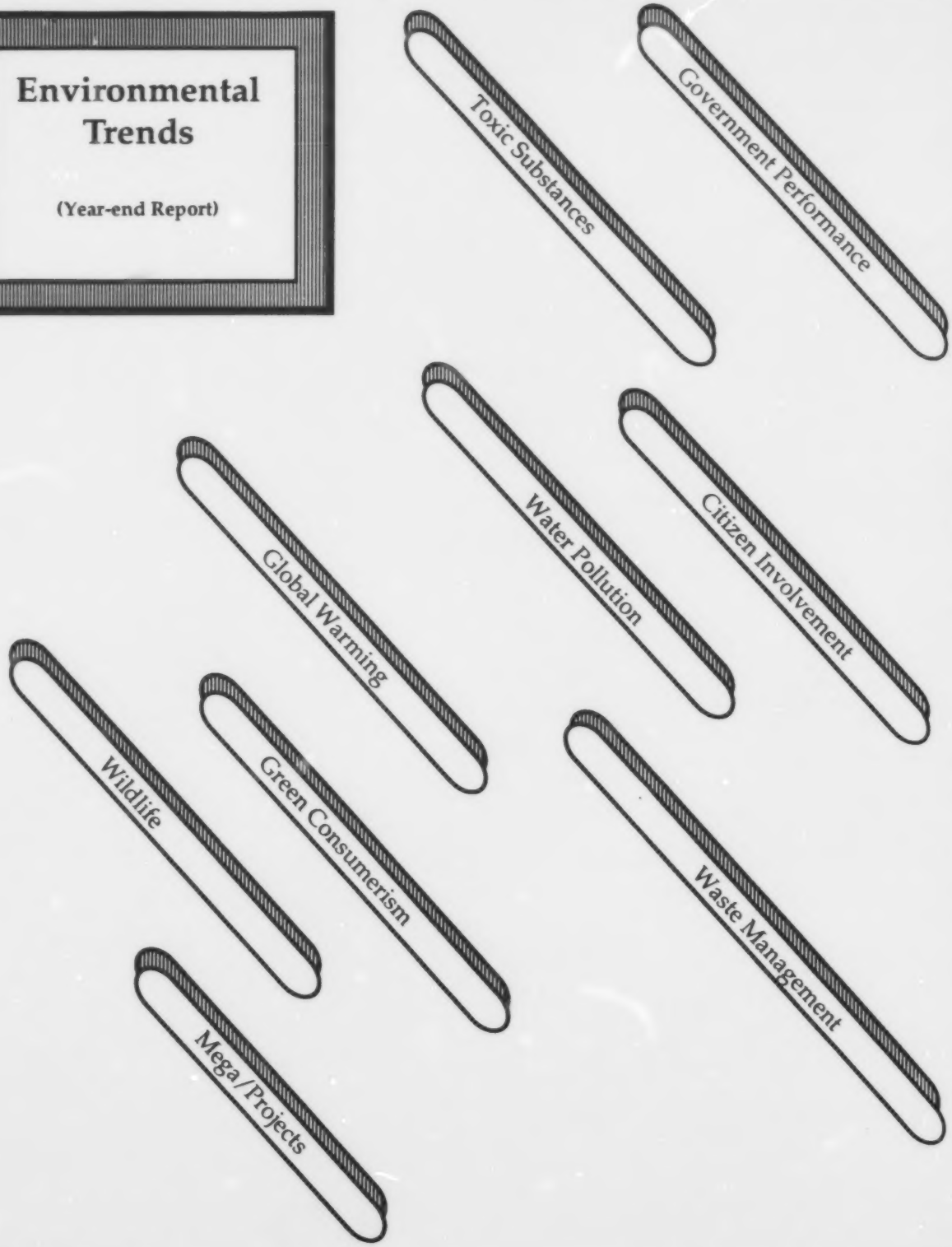
Environment Canada Environnement Canada

Environmental Trends

(Year-end Report)



Prepared by :
Communications Directorate

Canada

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ENVIRONMENTAL TRENDS

YEAR-END REPORT

PREFACE

The Communications Directorate is pleased to present the year-end report of the Environmental Trends.

The report is a review and analysis of all public polling results from various syndicated research publications, including the Decima Quarterly Report, the Reid Report, the Environmental Monitor and Focus Canada. The report covers the most recent information on environmental issues, up to December 1991.

The publication is prepared entirely in-house and any suggestions for [illegible]ment by our readers are welcome.

1989-1991

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ENVIRONMENTAL TRENDS

YEAR-END REPORT

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ACID RAIN

The level of concern over acid rain has dropped substantially, as has its importance as an environmental issue.

IMPORTANCE

Although there is growing concern about the effect of air pollution on human health and safety, the level of concern over acid rain specifically has declined over the past two years. When those Canadians, who say they are somewhat or very concerned about the effects of pollution on human health and safety (97%), were asked what form of pollution poses the greatest threat to human health, a small proportion (8%, down six points since fall 1988) mention acid rain.[1]

Though anxiety over acid rain has subsided in the past year, it is still perceived as posing a slight threat to the well-being of the planet. One in ten Canadians (11%, down 20 points since 1989) mention it as the most important environmental issue.[2]

1. Environmental Monitor (1990-4): Q. 31t.
   In your view, what kind of pollution poses the greatest threat to human health and safety?

2. Focus Canada (91-3): Q. 102.
   In your view, what is the most important environmental issue we face in Canada today?

PROGRESS

When asked to evaluate how much progress has been made in the past two years in solving the problem of acid rain, over two-thirds of Canadians believe that little (46%) or nothing (22%) has been done.[1]

After a year of well-publicized Canadian private sector activity of addressing the problem and many news accounts of pending clean-air legislation in the United States, many Canadians remain unconvinced that a solution to acid rain will soon be found. Half have little (36%) or no confidence (14%) that the problem will be solved in the next few years; while over four in ten Canadians have some (42%) or a great deal (6%) of confidence that improvements will be achieved.[2]

1. Environmental Monitor (fall 1989): Q. 16.
Turning now to the problem of acid rain, how much progress do you think has been made in solving this problem over the past two years? Would you say there has been considerable progress, little progress or no progress at all in solving the acid rain problem?

2. Environmental Monitor (fall 1989): Q. 17.
Thinking now about the future, do you have a great deal of confidence, some confidence, little confidence or no confidence at all that the acid rain problem will be solved in the next few years?

PERFORMANCE

Canadians are generally dissatisfied with the efforts already underway to reduce acid rain pollution. In 1989, the vast majority of respondents felt that not enough was being done. The federal government was singled out for criticism by 76%, provincial governments by 77%, private industry by 84% and the American government by 87%.[1]

According to a Gallup poll, more than half of Canadians (52%) feel that the federal government is not serious about confronting problems associated with acid rain.[2]

1. Focus Canada (89-3): Q. 62.
In your opinion, are each of the following doing too much, just enough or not enough in order to reduce acid rain: the federal government, your provincial government, private industry, the American government?

2. Toronto Star (Monday, April 3, 1989) p. A8

BILATERAL RELATIONS

Canadians consider acid rain to be the most serious bilateral problem between Canada and the United States. Among respondents, 48% gave top ranking to this problem; that is more than twice the number of people who named trade as the most important bilateral issue.[1]

1. Focus Canada (89-3): Q. 81.
Which one of the items on this card causes the most serious problems in Canada-U.S. relations: trade, U.S. investment in Canada, acid rain/environmental pollution, U.S. foreign and defense policy, the influence of American culture or sovereignty and control over Canadian territory?

WILLINGNESS TO PAY

When Canadians were asked in 1987 whether they were prepared to pay for acid rain clean-up, they indicated some willingness but were obviously reluctant to foot the bill themselves. Seven Canadians in ten (71%) said they would object to a 10% increase in hydroelectric charges, and six in ten (61%) would be unwilling to pay an additional three cents per litre of gas. A smaller number (54%) objected to a 1% surtax on income.[1]

1. Focus Canada (87-4): Q. 28.
Would you or would you not be willing to do each of the following to pay for the costs of reducing acid rain: pay up to 3 cents per litre more for a litre of gasoline, pay a 10% increase in hydroelectric charges, pay a 1% surcharge on income taxes?

AGRICULTURE

Canadians demonstrate a great concern about chemicals in their food, and take the most extreme position when asked about the use by farmers of agricultural chemicals. Furthermore, Canadians clearly believe that economic priorities rather than conservation concerns are prevalent in land use decisions.

AGRICULTURAL LAND CONCERNS

Although Canadians clearly want conservation concerns to rule land use decisions, an overwhelming proportion (81%, up one point since winter 1989) believe that, in actuality, economic priorities are the most influential factors in land use decisions in Canada today. Just one in ten (11%, up one point) believe that conservation priorities are the most influential factor.[1]

1. Environmental Monitor (1991-1): Q. 5t.
   Which of these two types of priorities, economic or conservation, do you think most influences land use decisions today.

FOOD SAFETY

Almost four in ten Canadians (38%, up five points since winter 1989) feel that farm chemicals are the primary source of chemicals in their food.[1] Food processing is also seen as a major source by a significant proportion of Canadians (27%, up one point). Far fewer Canadians believe that chemicals in food are primarily caused by food packaging (9%, up four points), air pollution (7%, unchanged) or water pollution (5%, down two points).

When Canadians are asked what farmers should be doing about the use of agricultural chemicals, a plurality (44%) take the most extreme position and say that the most important thing farmers can do is to convert to chemically-free organic farming practices.[2] Smaller proportions mention reducing the amount of chemicals used (22%) and substituting for less hazardous chemicals (18%). Relatively few Canadians say farmers should simply improve chemical handling practices (9%).

When asked how they would feel if they knew their food had been irradiated, most Canadians say they would be very (52%) or somewhat (31%) concerned.[3] Fewer than two in ten say they would be not very (9%) or not at all (6%) concerned.

When Canadians are asked about the current regulations governing the transportation, use and disposal of low level radioactive materials used in such things as medicine and food irradiation, four in ten say these controls are very (6%) or somewhat (38%) adequate.[4] An equal proportion label the controls as somewhat (33%) or very (10%) inadequate. Over one in ten (14%) express no opinion.

1. Environmental Monitor (1991-1): Q. 10t.
Thinking about chemicals in food, in your opinion which of the following is the major source of chemicals in food?

2. Environmental Monitor (1991-1): Q. 11t.
Thinking about the use of agricultural chemicals on Canadian farms, which of the following actions do you think is the most important for farmers to be doing?

3. Environmental Monitor (summer 1990): Q. 17.
Another way of avoiding the use of chemicals is by irradiating food crops with low-level radiation after they are harvested, in order to kill organisms that cause spoilage. If you knew you were buying food that had been irradiated, would you tend to be very concerned, somewhat concerned, not very concerned or not at all concerned?

4. Environmental Monitor (summer 1990): Q. 18.
Thinking now about low-level radioactive materials such as those used in medicine or to irradiate food and the controls currently in place to regulate their transportation, use and disposal in Canada, would you say these controls are very adequate, somewhat adequate, somewhat inadequate or very inadequate to protect human health and the environment.

SOIL CONSERVATION

Among Canadians concerned about declining soil quality or soil erosion problems, only 9% believe that soil conservation practices are widely followed in Canada.[1] According to almost one Canadian in two (46%), such practices are followed to some extent, while another 31% regard soil conservation as seldom or never practised.

Almost nine Canadians in ten (86%) are supportive of a major government initiative to expand soil conservation practices, but the support is noticeably less strong among rural and Western Canadians.[2]

Of the Canadians who support the concept of a new government program to encourage soil conservation, 85% say they are willing to help pay for it.[3] More than half of Canadians (56%) would be willing to pay more than $10 a year for such a program.

1. Environmental Monitor *(winter 1988): Q. 10.*
   Soil conservation is the term used to describe efforts to reduce soil erosion and preserve soil quality. To what extent do you think soil conservation practices are currently being used?

2. Environmental Monitor *(winter 1988): Q. 12.*
   Do you strongly favour, somewhat favour, somewhat oppose, or strongly oppose a major government initiative to expand and improve soil conservation practices aimed at reducing soil erosion and preserving soil quality?

3. Environmental Monitor *(winter 1988): Q. 13.*
   In terms of the amount of money you personally would be prepared to pay for this soil conservation initiative, would you be willing to pay over $50 per year, $25 to $50 per year, $10 to $25 per year, up to $10 per year?

ARCTIC

The problem of arctic pollution has declined in importance since last year in the view of Canadians. Canadians further display a great deal of optimism that this issue will be resolved in the near future.

IMPORTANCE OF THE ARCTIC

Almost all Canadians (94%) view the Arctic as a uniquely important part of this country's natural heritage.[1] Similarly, 90% agree that the Arctic is a uniquely important part of this country's cultural heritage.[2]

1. *Environmental Monitor (summer 1989): Q. 2a.*
   Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement Canada's arctic is a uniquely important part of this country's natural heritage?

2. *Environmental Monitor (summer 1989): Q. 2b.*
   Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement Canada's arctic is a uniquely important part of this country's cultural heritage?

PROTECTING THE ARCTIC ENVIRONMENT

Respondents to a 1990 Decima survey on Canadians and the environment were asked to rank five natural resource problems, those being arctic pollution, the destruction of our forests, soil erosion and contamination, fish stocks and the loss of wilderness areas, in order of their importance. Arctic pollution ranked as the least important problem (a ranking of 3.95, where ranking score would be 1.0 if everyone had chosen it as the most important problem).[1]

1. *Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): p. 11.*
   *(*no question available)*

OPTIMISM

Out of Canadians who were asked whether they were optimistic about the resolution of certain environmental issues, a majority (59%) indicated that they were optimistic about the resolution of arctic pollution.[1]

1. *Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): p. 12.*
   *(*no question available)*

ATMOSPHERIC CHANGE

Canadians continue to see the greenhouse effect and ozone depletion as serious threats to the well-being of our planet, although they now demonstrate a greater concern about air pollution in general. A lesser number now believe that the changes resulting from global warming will have a negative effect. Findings also show that Canadians are becoming increasingly informed on the causes of global warming.

OVERALL CONCERNS

Six in ten Canadians (58%) believe that the thinning of the earth's ozone layer poses a more serious problem than does global warming due to the greenhouse effect.[1] One in five Canadians (21%) believe the reverse is true, while one in ten (12%) consider the two problems to be equally serious.

1. Environmental Monitor (fall 1989): Q. 12.
   As you may know, there are a number of changes taking place in the earth's atmosphere as a result of human activity. Which of the following do you think poses the more serious problem for mankind and the planet?

GREENHOUSE EFFECT/GLOBAL WARMING

Just over half of Canadians (53%, down seven points since winter 1990) think the climate changes resulting from global warming will have negative consequences for Canada over the next 50 years.[1] There continues to be a significant minority of Canadians (29%, unchanged) who think that these climate changes will be positive for Canada. Another 5% think it will have no effect or that the effect will depend on a number of factors and 12% have no opinion.

There has been a sharp decline in the percentage of Canadians who mistakenly think that the depletion of the ozone layer is the primary cause of the "Greenhouse Effect" (28%, down nine points since winter 1990).[2] There has also been a drop in the proportion who believe that the loss of forests is mainly to blame (10%, down seven points). More Canadians now see the "Greenhouse Effect" as being caused by such specific factors as airborne pollution from factories and cars (24%, up seven points) and the use of fossil fuels (14%, up three points).

1. Environmental Monitor (1991-1): Q. 8t.
As you may know, the earth's climate appears to be warming gradually because of a phenomenon known as the Greenhouse Effect. In your view, will this change in climate be positive or negative for Canada over the next 50 years?

2. Environmental Monitor (1991-1): Q. 9t.
As far as you know, which of the following is the primary cause of the Greenhouse Effect?

OZONE DEPLETION

The depletion of the ozone layer is still seen by some Canadians as posing a substantial threat to the well-being of the planet. When asked to name the two most serious environmental problems facing the world, 20% (unchanged since 1990) selected the depletion of the ozone layer.[1]

1. Angus Reid survey - Canadians and the Environment 1991
What are the two most serious environmental problems facing the world, but not necessarily your community today?

AIR QUALITY

Just under half of Canadians (46%) are "very concerned" about the quality of the air in their local community.[1] Only two in ten (21%) report being "not very concerned."

1. Environmental Monitor (1990-4): Q. 3tf.
Are you very concerned, somewhat concerned, or not very concerned about the quality of air in your community?

AIR POLLUTION

Air pollution rates high on the public's list of most important environmental issues: 21% of Canadians (up one point since 1989) polled in the summer of 1991 cited it as the most important environmental problem.[1]

There has been, however, a modest decline in the extent to which Canadians believe that pollution levels in Canada are worsening. Seventy-one per cent of Canadians (down 8 points since 1989) say pollution has increased "in the past two years".[2] Nine per cent (up two points) now believe that pollution levels have decreased and 17% (up four points) believe they have stayed the same.

There is also a slightly greater willingness than in the past to accept some degree of pollution as inevitable. Fewer Canadians are adamant about "zero-discharge". Seventy-one per cent of Canadians (up five points since 1989) in the most recent Focus Canada survey are willing to accept "a reasonable and practical" level of pollution, while 25% of Canadians (down 5 points) believe that only zero levels of pollution are acceptable.[3]

On automobile pollution specifically, a recent Environmental Monitor poll found that more than eight in ten Canadians are very (42%) or somewhat (43%) concerned about the effect of car emissions on the environment.[4]

When asked who is responsible for reducing pollution from fuel-burning car engines, the plurality of Canadians identifies the automobile manufacturers (45%).[5] A significantly smaller number (29%) cite the oil companies and only one in five (20%) say individuals are responsible for reducing these emissions.

Canadians who own or have access to a car are generally willing to consider a very wide variety of different steps to change their car use habits in the interest of protecting the environment. The most common changes include reducing driving in general or one day a week (18%), using unleaded gas, propane or some other alternative fuel (12%), walking or biking (9%), getting a more fuel efficient car (7%), keeping the car tuned up (7%), car-pooling or ridesharing (6%), taking public transit (6%) and keeping a catalytic converter attached (5%).[6] Three in ten (27%) cannot think of any ways in which they could change their car use habits.

1. Focus Canada (91-3): Q. 102.
   In your view, what is the most important environmental issue we face in Canada today?

2. Focus Canada (91-3): Q. 103.
   Would you say that the level of pollution in Canada has increased, decreased or remained the same over the past two years?

3. Focus Canada (91-3): Q. 106.
   Pollution control legislation accepts a certain level of pollution as reasonable and practical. Some people believe that only zero levels of pollution are acceptable. Which point of view is closer to your own ... some pollution is reasonable and practical, or only zero levels are acceptable?

4. Environmental Monitor (1991-3): Q. 34.
   Thinking about the private car, how concerned would you say you are about car emissions and the environment? Are you very concerned, somewhat concerned, not very concerned or not at all concerned?

5. Decima Quarterly Report (spring 1991): p. 37.
   (*no question available)

6. Environmental Monitor (1991-3): Q. 36b.
   What changes are you personally prepared to make in terms of your car use in order to reduce the negative environmental impact of your car?

CANADA INTERNATIONALLY

ENVIRONMENTAL PROTECTION

Canadians name the protection of the environment as the area in which they would most like Canada to show world leadership. On the whole, they are uncertain as to whether Canada is ahead or behind other countries in terms of protecting the environment.

When Canadians are asked to choose among four possible areas in which Canada might become recognized as a world leader, slightly fewer than a majority (47%) say they would like Canada to show leadership in environmental protection.[1] Less than half as many choose promotion of world peace (22%) or achieving a balanced budget (20%). Just 5% opt for the fourth area, helping developing countries.

Canadians as a whole seem a little uncertain as to whether Canada is ahead or behind other industrialized countries in terms of taking measures to improve protection of the environment. Twenty-seven per cent of Canadians place Canada ahead of other countries in terms of environmental protection, and 23% place Canada behind other countries.[2] Forty-eight per cent chose to rank Canada as even with other countries.

When asked which country is furthest ahead in terms of environmental protection measures, a slim majority of Canadians (52%) see the Scandinavian countries as furthest ahead.[3] Canada ranks a distant second as the country which is furthest ahead.

1. Environmental Monitor *(summer 1990): Q. 1.*
   Of the following possible areas for Canada to show environmental leadership in the world, which would you most like Canada to be known for?

2. Decima Survey - Canadians and the Environment: Attitudes and Choices *(December 1990): Q. 4.*
   In terms of taking measures to improve protection of the environment, compared to other industrialized countries, would you say that Canada is ahead of other countries, even with other countries, or behind other countries?

3. Decima Survey - Canadians and the Environment: Attitudes and Choices *(December 1990): Q. 5.*
   Which of the following countries or group of countries do you think is furthest ahead in terms of taking measures to improve protection of the environment? Would it be ...

THE ENVIRONMENT AND THE THIRD WORLD

A Decima study sought to determine the public's views on environmental issues facing Third World countries. In two questions asked, only about one in five Canadians believed that Canada should keep up its current amount of financial aid to these countries.[1]

Canadians prefer proactive financial assistance to help Third World countries deal with their environmental programs (45% chose this option). It should be pointed out, however, that other research indicates that financial aid to Third World countries is coming under increased criticism from the Canadian public as our national debt grows, taxes continue to rise and the recession deepens.

In the case of other developing countries, Canadians seem prepared to reduce trade even at the cost of higher prices to force environmental change. This option is particularly favoured if Canada acts collectively with other countries (52% chose this option).[2]

Furthermore, a large number of Canadians believe the North American lifestyle should be compromised in order to address Third World environmental problems. Thirty-seven per cent of those polled in the summer of 1990 strongly agreed with this statement, an increase from 30% the previous summer.

1. *Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 56.*
   As you may know, many Third World countries have been criticized for not taking steps to protect their environment. In order to encourage the protection of the environment in these countries and elsewhere, which of the following would you most support the federal government doing? Would it be ...

2. *Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 57.*
   Other developing countries are being criticized for rapidly expanding their industries, but not worrying about what effect they are having on the environment. In an effort to help protect the environment in these countries and elsewhere, which of the following would you support the federal government doing? Would it be ...

3. *Angus Reid survey - Canadians and the Environment 1990: p. 69.*
   I am going to read you a number of statements people have made concerning the environment and I would like you to tell me how you feel about each statement on a scale of 1 to 7 where a 1 means you disagree totally and 7 means you agree completely.

CANADIAN YOUTH

Young Canadians are not very optimistic about future prospects for the environment; many expect conditions to worsen in the future and there is widespread concern that environmental problems will have an impact on the quality of life for years to come. Canadian youth demonstrate a strong willingness to undertake specific activities to help improve the state of the environment in Canada.

PRIORITY ISSUES

In the minds of Canadians between 14 and 17 years of age, the diminishing ozone layer is considered to be the most critical environmental problem at the world-wide level. This problem was cited by one in four (28%) surveyed youths.[1]

A number of other environmental problems are generating considerable concern among the youth of Canada. Roughly one in five of those polled mentioned the following problems as the most pressing for the world today: water pollution (21%); air pollution or smog (19%); and the problem of garbage or solid waste (18%). The destruction of the world's rainforests is also causing notable anxiety among youths - about one in six (16%) respondents pointed to this problem as the most important.

At the local level, the problem of simple garbage or landfill waste is clearly at the top of young Canadians' environmental priorities list. One in three (35%) pointed to this problem.[2] Other issues of concern at the local level include: water pollution (23%); the lack of recycling facilities and practices (14%); air pollution (13%); and automobile exhaust (11%).

1. Angus Reid survey - Canadians and the Environment 1991: p. 77. *What do you think are the two most serious environmental problems facing the world, that is the planet Earth, today?*

2. Angus Reid survey - Canadians and the Environment 1991: p. 77. *And what, if any, are the two most serious environmental problems facing your community, that is your town or city, today?*

FUTURE OUTLOOK

Young Canadians tend to have a dim outlook as to what shape Canada's environment will be in at the turn of the century. Just shy of half (48%) of the young people surveyed said they expect the overall state of the environment in this country will be worse by the year 2000, substantially greater than the number who predicted things will be better (34%).[1]

Consistent with their gloomy outlook for Canada's environment, young Canadians are not optimistic that they will still be able to practice many commonplace activities in the future because of the deteriorating state of the environment.

More than three-quarters (78%) of surveyed youths said they think it will no longer be possible to eat fish out of nearby lakes in ten or fifteen years.[2] A large majority are also convinced that they will not be able to use throw-away dishes (70%) or disposable diapers (67%) in a decade or more. Further, over half of those surveyed envisage as impossible in a decade from now to drink water straight out of the tap (58%) or drive cars whenever we want to (51%).

Canada's youth are fairly confident, however, that they will extend greater respect to the environment than did preceding generations. Strong agreement to the statement "my generation will be more careful about the environment than earlier generations have been" was shown by more than half (55%) of respondents.[3]

1. Angus Reid survey - Canadians and the Environment 1991: p. 162. *Ten years from now, let's say in the year 2000, do you think the overall state of the environment here in Canada will be ....*

2. Angus Reid survey - Canadians and the Environment 1991: p. 162. *Suppose things with the environment keep on going as they have been lately. Do you think 10 or 15 years from now people in your area will still be able to do each of the following things or do you think they will not be able to do them because of the state of the environment?*

3. Angus Reid survey - Canadians and the Environment 1991: p. 163. *I am going to read you a number of statements people have made concerning the environment, and I would like you to tell me how you feel about each statement using a scale of 1 to 7 where "1" means you "disagree totally" and "7" means you "agree completely."*

PERSONAL EFFORTS

Individuals participating in the youth component of Canadians and the Environment 1991 were asked if they themselves had engaged in six selected environmentally correct behaviours over the past year. Like their adult counterparts, a good number of "green" activities are being practised by most young Canadians.

Fully eight in ten (79%) of those surveyed indicated they had walked or taken their bike to places where they use to take a car, in the last twelve months.[1] Two-thirds (67%) of young Canadians surveyed said they had paid more money for some things because they were environmentally safer than something cheaper.

Other environmentally-friendly activities that large numbers of those surveyed reported doing over the past two months include: helping to keep their family's garbage in separate piles of glass, plastic and paper (65%); re-using their lunch bags a few days in a row instead of using a new one every day (61%); volunteering more than once to environmental clean-up or recycling projects in their area (50%); and boycotting or refusing to buy things from a company because they heard the company was environmentally careless (49%).

1. *Angus Reid survey - Canadians and the Environment 1991: p. 80. In the past year, did you yourself ...?*

CREDIBILITY SOURCES

Environmental organizations and the scientific community emerge as front-runners in terms of their credibility among youths, as they do among the general population. A solid majority of interviewed youths said they believe "most" of what environmental organizations (65%) and scientists like David Suzuki (61%) have to say about the problems with the environment.[1]

Most of what the following sources say concerning the environment is accepted at face value by between four and five out of every ten young Canadians: organizations such as the Boy Scouts and Girl Guides (52%); their teachers (44%); and television news (43%).

The remaining four sources tested are not viewed as credible by Canadians 14 to 17 years of age. One-quarter (27%) stated they believe most of the environmental information they read in newspapers, and 17% reported likewise with regard to "personalities like Paula Abdul and Mario Lemieux." The lowest levels of credibility are seen for the federal government (12% of those surveyed said they believe most of what this source might have to say on the environment, and business executives and industry associations (only 7%).

1. Angus Reid survey - Canadians and the Environment 1991: p. 166. *Many different groups and organizations are speaking out on environmental issues. I am now going to name some groups and I would like you to tell me how much you personally believe of what each might say about the environment. Do you believe most, some, a little, or none of what ... has/have to say about environmental issues?*

PERFORMANCE RATINGS

The federal Conservative government's performance on the environmental front is not endorsed by young Canadians. A clear majority (58%) of surveyed youths felt the federal government is doing a "very poor job" (18%) or a "fairly poor job" (40%) on the environment.[1] Fewer than four in ten (38%), on the other hand, assessed their environmental performance favourably (only 2% "very good", 36% "fairly good").

When young Canadians were asked to assess eight different industrial sectors' environmental performance, only one of the eight sectors enjoyed a fairly solid environmental reputation among young Canadians, and therefore can be described as "environmentally careful." Fully six in ten (61%) young Canadians polled said they feel electrical utilities are "very careful" or "a little careful" about protecting the environment.[1]

The label "careless industries" can be applied to three sectors in terms of their environmental consciousness: the mining industry (judged careless by 52%, careful by 39%); the nuclear energy industry (careless- 54%, careful- 40%); and the forestry/pulp and paper companies (careless- 60%, careful- 39%).

The remaining four sectors assessed can be described as "environmentally dangerous": the agricultural chemical industry (deemed careless by 63%, careful by 32%); automobile manufacturers (69% versus 27%); fast food restaurants (70% versus 21%); and oil and gas companies (76% versus 22%).

1. Angus Reid survey - Canadians and the Environment 1991: p. 165. *How would you rate the federal Conservative government's performance in the whole area of the environment? Would you say they are doing a good job or a poor job on the environment? (Would that be very or fairly good/poor)?*

2. Angus Reid survey - Canadians and the Environment 1991: p. 164.
I am going to read you several types of industries in Canada. Please tell me how careful or careless you think they are about protecting the environment. Would you classify ... as very careful, a little careful, a little careless or very careless?

ENVIRONMENT VS. ECONOMY

Young Canadians are not willing to sacrifice environmental integrity for enhanced employment opportunities, clearly illustrating the depth of their concern over the environment. Only 14% of survey respondents strongly agreed that economic security should come ahead of environmental problems.[1]

1. Angus Reid survey - Canadians and the Environment 1991: p. 163.
I am going to read you a number of statements people have made concerning the environment, and I would like you to tell me how you feel about each statement using a scale of 1 to 7 where "1" means you "disagree totally" and "7" means you "agree completely."

CITIZEN INVOLVEMENT

Environmental concerns are modifying Canadians' behaviour to a large extent; they continue to report greater lifestyle changes due to their concerns. Conflicting findings can be seen, however, on whether Canadians demonstrate a strong willingness to make a personal financial sacrifice to help clean up the environment.

PERSONAL EFFORTS

Canadians continue to report greater lifestyle changes in response to their concerns for the environment. One in three respondents (28%, down 4 points since September 1990) claim to have made "major changes" in the way they live as a result of their environmental concerns.[1] More than eight in ten Canadians (85%, up three points) say they have made at least minor changes in their lifestyles.

Canadians clearly realize that protecting the environment in the long term is going to require some definite lifestyle changes. Just under nine in ten agree strongly (53%) or somewhat (32%) that "simply buying environmentally friendly products and recycling our waste is not going to be enough to solve our environmental problems," but that "Canadians will have to consume less."[2] Only 14% somewhat (9%) or strongly (5%) disagree with this statement.

An increasing number of Canadians (46%, up nine points since fall 1988) believe that in the past year they have made more of an effort than the average Canadian to help protect the environment; 49% (down six points) feel that they have made an equal effort. Only 3% (down four points) of Canadians admit that they have done less than Canadians in general in this respect.[3]

More than nine in ten Canadians claim to have regularly (48%) or occasionally (44%) kept themselves informed on environmental issues over the last few months.[4]

Further, data from the summer Decima report on environmental issues indicate that a significant number of Canadians care enough about the environment that they are willing to actively protest. Over a third of Canadians (37%) claim to have given money to an environmental group.[5] One in five have protested against an environmental problem either in a rally (22%), in writing or in person (20%). One in ten Canadians (11%) have joined an environmental group.

1. Decima Quarterly Report (summer 1991): p. 45.
   Over the past several years, would you say that you have made ... in the way you live because of concerns about the environment?

2. Environmental Monitor (1991-3): Q. 16.t.
   Could you please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

   a. *Simply buying environmentally friendly products and recycling our waste is not going to be enough to solve our environmental problems. Canadians are going to have to consume less.*

3. Environmental Monitor (1990-4): Q. 20t.
   In the past year, would you say that you have made more of an effort, less of an effort, or about the same effort as Canadians in general, to help protect the environment?

4. Environmental Monitor (1990-4): Q. 21.
   Because of environmental concerns, have you personally done any of the following in the past few months?

5. Decima Report on Environmental Issues (summer 1991): p. 16.
   In the last two years, have you personally ...?

CONSUMERS AND THE ENVIRONMENT

Concern over the environment is influencing Canadian consumers' decisions more than ever before. The most recent Focus Canada survey finds that 67% of Canadians (up 18 points since 1989) say that their purchase decisions over the past year have indeed been affected by concern about the environment.[1]

Environmentally friendly products are impacting on consumers' purchasing behaviour. Slightly over half of polled Canadians said they "always" (15%) or "usually" (38%) buy the brand of product which they perceive to be the most environmentally friendly.[2] An additional one in three (31%) of those surveyed indicated they "sometimes" choose the brand which they view as the most environmentally friendly.

In March 1991, Decima attempted to unravel some of the mystery surrounding the green consumer by examining tradeoffs between environmental friendliness and price, convenience and quality. Findings indicated that seven in ten Canadians (70%) agree they would pay more for green products (23% totally agree) and two-thirds (65%) are willing to trade-off convenience for environmental friendliness (31% hold this view intensely).[3]

In contrast, Canadians are divided in their willingness to sacrifice quality, with under half (45%) saying environmental friendliness is more important than quality. Four in ten Canadians (40%) disagree with the statement that most green products are higher in quality than standard brands, while only a third (36%) agree.

Although many of the products currently marketed as being environmentally friendly cost more than the products they are replacing, over half of Canadians believe that environmentally friendly products actually cost the same (34%) or less (19%) to produce than the products they are replacing.[4] Another 33% believe that the environmentally friendly products are more costly to produce, thereby justifying their sometimes higher price tag.

Canadian consumers are in the market for additional information on environmentally friendly packaging and products. Among Canadians surveyed, fully seven in ten (69%) stated they would like to know more about this area.[5] The remaining minority (29%) said they have sufficient information.

Canadians use label information, television and newspapers as the main sources of information to make environmentally-friendly product decisions. The two most-mentioned sources are product label information (31%) and television and newspapers (28%).[6] Smaller proportions mention consumer guides and magazines (14%), product advertising (10%), and friends and relatives (8%).

A large majority of Canadians (60%) cannot think of any additional environmentally-friendly products, which are not currently available, that they would like to be able to buy. Two in ten (19%) say they would be interested in environmentally friendly alternatives to soaps, cleaners and detergents.[7] Smaller proportions would like to see alternatives to some food products (4%), packaging (4%), plastics and plastic foam (3%), paint, thinners and strippers (3%), lawn and garden supplies and pesticides (2%) and gasoline (2%).

A significant number numbers of Canadians report the strategic boycotting of products and companies they regard as offensive to the environment. Responding to a national Angus Reid poll, two in five (41%) Canadian consumers say they have avoided certain products or companies during the past year because they believed those products or companies to be reckless towards the environment, and another one in four (25%) claim they will likely participate in such a boycott next year.[5]

1. Focus Canada (91-3): Q. 107.
   Over the past year, have any of your purchase decisions – whether or not to buy a certain product – been affected by concern about the environment?

2. The Reid Report (March 1991): p. 19.
   When you're in a store looking at different brands available do you buy the one you think is most 'environmentally friendly' – always, usually, sometimes, hardly ever, or never?

3. Decima Quarterly Report (spring 1991): p. 41.
   I would pay more for environmentally-friendly products than for regular versions of the same product ... totally agree, agree, depends, disagree, totally disagree.

   Most environmentally-friendly products are higher in quality than regular versions of the same product ... totally agree, agree, depends, disagree, totally disagree.

4. Environmental Monitor (summer 1991)
   Many of the products marketed as "environmentally friendly" cost more than the products they are replacing. Do you believe that these products actually cost more for companies to produce, do they cost the same to produce or do they actually cost less to produce than the products they are replacing?

5. The Reid Report (March 1991): p. 19.
   Do you feel you have enough information about 'environmentally friendly' packaging and products, or would you like to know more about this?

6. Environmental Monitor (summer 1990): Q. 25.
   Which of the following sources of information most influence your purchase decisions to avoid environmentally hazardous products or to choose environmentally friendly products?

7. Environmental Monitor *(summer 1991): Q. 30.*
Thinking of all the things you buy or use from time to time, are there things you can think of that you would like to have environmentally friendly alternatives for, but have not found them to be available?

8. Angus Reid survey - Canadians and the Environment *1991: p. 25.*
In the past year have you ... ? (If Not): Do you think you will do this in the next year?

WILLINGNESS TO PAY

A recent Focus Canada survey found that Canadians are very willing to make sacrifices in terms of their lifestyle for the sake of the environment, but they are much less ready to agree to any measures which will cost them money.

The tendency to support measures which cost little or no money is shown by the fact that there is a strong willingness to buy more environmentally safe products (72% are very willing); cut down on energy use at home (62%); and to support sending industry polluters to jail for repeat offenses (55%).[1]

Twenty-eight per cent say that are willing to support greater restrictions on the use of cars in urban areas. Only a small minority (16%) are now willing to pay somewhat higher taxes if they knew that the taxes were to be spent on improving the environment. There is even less support for user fee type revenue generators such as paying about 20% more for gasoline containing a non-polluting additive (strongly supported by 14% of Canadians); paying a "carbon tax" of about 10% on gasoline and fossil fuels (8%); or least of all supporting a tax on new cars (7%).

However, findings in an Angus Reid survey – Canadians and the Environment 1991 do not correspond to those above. For each of the five items tested in the survey, most Canadians continue to say they would not be averse to making that personal financial sacrifice for the sake of environmental protection.

Fully eight in ten (79%, up 6 points since 1990) Canadians surveyed indicated a willingness to pay 10% more for environmentally "Green" grocery products, while 73% (unchanged) say they would not mind paying 10% more for organically grown food.[2]

Large numbers of Canadians also support paying 5 cents a litre more for gasoline to decrease air pollution (67%, down 2 points), paying 50% more for garbage collection to pay for safe long-term disposal (67%, down 1 point) and paying $250 a year more taxes to clean up their community's sewage system (57%, down 6 points).

1. Focus Canada (91-3): Q. 111.
   Would you be very willing, somewhat willing, not very willing or not at all willing to do each of the following to improve the environment ... support greater restrictions on the use of cars in urban areas ... pay somewhat higher taxes if you knew that these taxes would be spent on environmental protection ... support sending industry polluters to jail for repeat offenses ... pay a carbon tax of about 10% on gasoline and fossil fuels ... cut down on energy use at home ... buy more environmentally safe products ... pay about 20% more for gasoline containing a non-polluting additive ... support a tax on new cars?

2. Angus Reid survey - Canadians and the Environment 1991: p. 33.
   In the interests of protecting the environment, would you be willing to...?

UNDERSTANDING OF ENVIRONMENTAL ISSUES

Almost three-quarters of Canadians consider themselves to have a good (65%, up six points since fall 1989) or very good (9%, unchanged) understanding of current environmental issues.[1] The proportion of Canadians claiming to have little or very little understanding of environmental issues has declined marginally to the present level of 26% (down six points).

Across the Canadian population as a whole, one in three (30%, down 4 points since 1990) of those surveyed indicated strong agreement that they feel well enough informed to make intelligent decisions on the environment, while only half as many indicated strong disagreement with this statement.[2]

1. Environmental Monitor (1990-4): Q. 26p.
   How would you describe your personal level of understanding of current environmental issues? Would you say you have a very good understanding, a good understanding, little understanding or very little understanding?

2. Angus Reid survey - Canadians and the Environment 1991: p.67.
I am going to read you a number of statements people have made concerning the environment and I would like you to tell me how you feel about each statement on a scale of 1 to 7 where a 1 means you disagree totally and 7 means you agree completely.

INFORMATION SOURCES

The primary sources of information on the environment continue to be television (35%, up three points since fall 1987) and newspapers (33%, down two points), and, to a much lesser extent, magazines (8%, down one point) and radio (3%, down two points).[1] Work, and friends and neighbours are the main information sources for 4% of Canadians (2% each, both unchanged).

1. Environmental Monitor (1990-4): Q. 57t.
What is your major source of information on environmental issues?

ENVIRONMENT AND ECONOMY

A majority of Canadians feel that the protection of the environment does not inhibit economic growth, but instead contributes to it. Although Canadians still feel that environmental concerns should take priority over economic concerns, there has been a significant lessening in this view. In the face of the current recession, however, environmentally-friendly products have not lost any of their consumer appeal.

ECONOMIC IMPACT

There continues to be a broad consensus among Canadians that the clean-up and protection of the environment in itself will contribute significantly to the growth of the economy. More than eight in ten Canadians somewhat (42%) or strongly (42%) agree that "the clean-up and protection of the environment in itself will contribute significantly to the growth of our economy."[1] Only 15% somewhat (11%) or strongly (4%) disagree with this statement.

However, when asked just how an environmental clean-up will contribute significantly to economic growth, Canadians are generally not very clear just how this will happen. The most common answer is that "a clean-up must be done", that "it is important to protect the environment" and "it will conserve resources" (33%).[2] Other Canadians give more specific answers such as the creation of jobs (24%); clean-up will help the economy in general (7%); not having a clean-up will lead to long-term economic collapse (3%); and protecting the environment will prevent future health problems which could damage the economy in the long term (3%).

The current economic recession has not made environmentally friendly products any less appealing to consumers in this country. Over one-third (36%) of Canadians responding to the March National Angus Reid Poll indicated that they have been spending more money on environmentally "Green" products since the recession began last fall.[3] This provides a stark contrast to the very small number of polled consumers – only 5% – who claimed that their expenditures on this type of product have decreased.

1. *The Environmental Monitor (1991-3): Q. 2a.t.*
   Could you please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement? "The clean-up and protection of the environment in itself will contribute significantly to the growth of our economy."

2. *The Environmental Monitor (1991-3): Q. 2b.*
   Why do you feel that way?

3. The Angus Reid/Southam News Poll (March 1991): p. 7.
Since the economic recession began last fall, has your household been spending more money on environmentally Green products, have you been spending less money on these products, or has your household's spending on environmentally Green products not changed since the economic recession began?

EMPLOYMENT VS. ENVIRONMENT

The summer 1991 issue of the Environmental Monitor found that as the current recession continues, there has been a moderate shift toward the feeling that the development of an economic strategy should be most influenced by the maximization of the number and quality of jobs created (30%, up six points since winter 1991). There has been a corresponding decline in the percentage of Canadians who feel that ensuring the environment is protected should have the most influence (26%, down five points).[1]

These findings are collaborated by Decima. In their summer 1991 issue, they found that Canadians are less willing to sacrifice jobs and competitiveness for the environment than they have been in the past, although majorities continue to say they would make these tradeoffs. Six in ten Canadians (60%, down 10 points since June 1990) say more should be done for the environment, even if jobs are lost in the process.[2] Just over half (53%, down 10 points since June 1990) agree, even if it means their own job might be lost.[3]

1. Environmental Monitor (1991-3): Q. 1.t.
If the government were to create an overall economic development strategy for Canada, which of the following considerations do you think should most influence the direction of this strategy?

2. Decima Quarterly Report (1991-3): p. 48.
We should do more to protect the environment even if it means jobs must be lost in the process ... agree, disagree, no opinion.

3. Decima Quarterly Report (1991-3): p. 48.
More should be done to protect the environment even if it means my job is at risk ... agree, disagree, no opinion.

SETTING PRIORITIES

Canadians continue to be of the opinion that environmental concerns should take priority over economic concerns, but there has been a significant lessening of this view since 1989.

Currently, 59% of Canadians (down 11 points since 1989) think that environmental concerns should take priority over economic concerns. The proportion of Canadians believing that economic development should take priority has increased from 14% in 1989 to the current level of 21%. Another 15% (up five points) feel that both or neither should take precedence.[1]

However, a spring 1991 Environmental Monitor survey found that two-thirds (65%) of Canadians feel governments and industries should be spending more on environmental protection in the midst of the recession.[2] Only one quarter (25%) say that this kind of spending should be postponed until our economic situation is more secure.

Canadians' continuing belief in the importance of environmental protection, even in the face of an economic recession, is further supported by the fact that a large majority (64%, up one point since winter 1989) still feel that conservation priorities should be the most influential factor in land use decisions; only 19% (up one point) feel economic priorities should prevail.[3]

1. Focus Canada (91-3): Q. 105.
   In your opinion, should the development of the economy take priority over environmental concerns, or should environmental concerns have priority over economic growth?

2. Environmental Monitor (1991-2): Q. 10.
   Given the current economic recession, do you think that governments and industries in Canada ought to spend more on environmental protection or should this kind of spending be postponed until our economic situation is more secure?

3. Environmental Monitor (1991-1): Q. 4t.
   Recently, there have been a number of disputes over the use of land — for example between logging companies and conservationists. In general, do you think economic priorities should most influence land use decisions?

SUSTAINABLE DEVELOPMENT

One out of two Canadians (50%) feels that in order to achieve environmentally sustainable development, we shall make major changes in the way we live, and a further 34% think we shall make moderate changes.[1] A small proportion think that minor changes (9%) or no changes (2%) will be made.

1. *CROP/Synergistics Report - The Segmentation of Canadians towards Environment (December 1990): Q. 90.*
   In order to achieve environmentally-sustainable development in Canada (that is, development that avoids the depletion of renewable resources and minimizes damage the environment) do you think it will mean major changes in the way we live, moderate changes, minor changes or no changes at all in the way we live?

ENVIRONMENT AND ENERGY

Canadians clearly believe that traditional methods of using and producing energy cannot go unadjusted; we must change our ways in order to protect the environment. There is a clear consensus that any strategy to deal with meeting future energy needs will have to involve some reduction in consumption. Many are willing to make sacrifices in order to do so.

ENVIRONMENTAL DAMAGE: ENERGY SOURCES

Majorities of Canadians continue to oppose the use of nuclear power for the generation of electricity and the construction of new nuclear installations, but attitudes have eased somewhat since the mid-1980s.

A Focus Canada survey found that 51% of Canadians (down 2 points since 1990) are opposed to nuclear energy.[1] The percentage of Canadians favouring the use of nuclear energy for electricity has increased two points to 41%.

Currently, only 33% of Canadians favour the construction of new nuclear power stations in Canada.[2] This represents an increase of just one point since 1990, but shows a continuing slow increase for new nuclear plant construction since the mid-1980s. A majority of Canadians, (59%) continue to express opposition to any new nuclear plant construction and 37% would describe themselves as "very unfavourable" towards any new construction.

The proportion of Canadians regarding nuclear power plants as being safe or very safe remains stable at 39%.[3] This represents no change from the levels recorded in 1990 but is still lower than the 42% level observed in 1977, before there was much awareness of potential safety problems. The percentage regarding nuclear power plants as being unsafe has dropped two points since 1990 to 52%, but this is still much higher than the 41% found in 1977.

When Canadians are asked what concerns them most about our use of energy, one-half (50%) say that they are most concerned about the environmental impact of burning fossil fuels, such as pollution and global warming.[4] Two in ten (22%) mention the possibility of environmental damage due to the production and transport of energy. One in four are most concerned about energy price increases (10%), electricity shortages (8%) or gasoline shortages (6%).

1. Focus Canada (91-3): Q. 58.
What is your opinion about the use of nuclear power for the generation of electricity? Would you say you are strongly in favour, somewhat in favour, somewhat opposed or strongly opposed?

2. Focus Canada (91-3): Q. 59.
At present, would you say you are very favourable, somewhat favourable, somewhat unfavourable or very unfavourable to the construction of new nuclear stations in Canada?

3. Focus Canada (91-3): Q. 60.
In your opinion, are nuclear power plants very safe, somewhat safe, somewhat unsafe or very unsafe?

4. Environmental Monitor (1991-1): Q. 19
Thinking about a variety of concerns you might have about our use of energy including production, transportation and use of energy, which of the following most concerns you?

ENERGY DEVELOPMENT

Canadians clearly believe that the traditional methods of using and producing energy cannot go unadjusted. Nearly half the population (46%) believe we will have to drastically change our ways of producing and using energy if we are to protect our environment.[1]

Canadians are divided in their views on the likelihood of an energy shortage. Although Canadians are not citing energy as a top-of-mind concern, four in ten respondents (41%, up 9 points since March 1987) believe an energy shortage is at least "somewhat likely" over the next five years.[2] As in the past, however, the majority of Canadians believe that an energy shortage is unlikely over the next five years.

Canadians do not mention energy as a top-of-mind concern, but when asked specifically about it, it is clear that concern levels are growing. The most recent Focus Canada survey indicates that the proportion of Canadians considering the energy crisis as a serious problem has increased 5 points since 1990 and a total of 13 points since 1987 to the current level of 35%.[3] The percentage of Canadians regarding the energy crisis as not being a problem at all has declined four points to 20%. A consistent 41% regard the energy crisis as a slight problem.

There is a division as to the most important energy issue in Canada. For many Canadians the main concern is cost. Overall, 36% of Canadians feel the most important energy-related issue is either the cost of gasoline (17%), the cost of electricity (11%), high taxes (7%) or costs in general (1%).[4]

Another 25% of Canadians see the energy problem more in terms of the energy supply crisis (9%), energy overuse (7%), the need for energy conservation (6%), the need for alternate energy sources (2%), or the need to find new sources (1%). Other areas of concern include environmental damage caused by energy use and energy projects (9%), nuclear energy (4%), selling energy too cheaply (3%) and foreign ownership (3%).

Canadians are also divided in their attitudes towards energy self-sufficiency. A slight majority (52%) are willing to pay higher prices for self-sufficiency, while 45% say Canadians should not pay more for self-sufficiency when there is plenty of cheap foreign oil available.[5]

In terms of the best source of additional energy in the future, Canadians are most likely to choose solar power (26%, up six points since October 1988) or natural gas (23%, up seven points since July 1990).[6] Other sources named include water power (18%, down five points), nuclear power (13%, down 1 point), oil from offshore wells (4%, up one point), wind power (3%, down one point), oil from tar sands (2%, unchanged), tidal power (2%, up one point) and coal (1%, unchanged).

When asked to choose which type of power generating station they would prefer in their area, two-thirds of Canadians (66%) say they would accept the construction of a large dam producing hydroelectric power.[7] Only a few would prefer the construction of a nuclear power generating station (12%) or a power plant that burned fossil fuels like oil, coal or natural gas (8%).

1. Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 96.
   There has been a lot of debate recently about how much energy use, such as the burning of fossil fuels, contributes to the deterioration of the environment. Which of the following arguments do you find most convincing?

2. Decima Quarterly Report (fall 1990): p. 43.
   Do you think it is ... that Canada will be faced with an energy shortage in the next five years.

3. Focus Canada (91-3): Q. 54.
Would you say that the energy crisis is a serious problem, a slight problem or no problem at all in Canada today?

4. Focus Canada (91-3): Q. 55.
In your opinion, what is the most important energy issue facing Canada today?

5. Decima Quarterly Report (fall 1990): p. 43.
(*no question available)

6. Focus Canada (91-3): Q. 56.
Which of the following do you think offers the best source of additional energy for Canada over the next ten years ... water power from new dams, oil from tar sands, oil from offshore wells, wind power, solar energy, nuclear energy, coal, energy from ocean tides, or natural gas?

7. Focus Canada (90-3): Q. 74.
If a new power generating station had to be built in your area and the choice was between a large dam to produce hydroelectric power, a power plant that burned fossil fuels like oil, coal or natural gas, or a nuclear power generating station, which one would you be the most willing to accept?

ENERGY RESOURCE EXPORTS

There is a growing trend among Canadians to want to limit or even reduce exports of most resources. Opposition is strongest to the export of oil (52%) and fresh water supplies (62%). Canadians are most likely to favour increased coal exports; 36% favour increased exports (unchanged since 1990).[1] Refined oil products constitute the next most favoured choice for energy exports, although the proportion of Canadians favouring increased exports has declined by three points to 34%.

1. Focus Canada (91-3): Q. 64.
Do you think that Canada should sell more or sell less of each of the following to other countries?

ENERGY CONSERVATION

There is a clear consensus on the part of Canadians that any strategy to deal with the problem of meeting future energy needs will have to primarily involve a reduction in consumption.[1] Two-thirds of Canadians (68%) believe that the best way to deal with future energy needs is through a strategy to reduce energy consumption. Only 27% feel that increasing the energy supply is the better strategy.

Further, there has been a clear increase over the past five years in the extent to which Canadians are willing to undertake a variety of energy conservation measures. Over half (51%) of Canadians say they are very likely to cut down on energy use by using appliances less frequently or keeping the house temperature lower or turning lights off.[2] Thirty per cent of Canadians (up 15 points since 1985) say they are very likely to evaluate how their home uses energy, while a significant 18% say that they are very likely to use a car less frequently.

Other energy conservation measures which Canadians report they are very likely to undertake include adding insulation to their homes (14%, up 5 points since 1985), installing a more efficient type of gas furnace (6%, up 4 points) and changing from oil to gas heating (4%, up 2 points).

There is little enthusiasm for the proposal of instituting a carbon tax of 10% on gasoline and other fossil fuels as a way to conserve energy and reduce global warming.[3] Two-thirds of Canadians say they would be not at all (46%) or not very (20%) willing to pay this tax. Only about a third are somewhat (23%) or very (9%) willing to pay a carbon tax.

The main incentive motivating Canadians to conserve energy remains the idea of ensuring an adequate energy supply for future generations. Forty per cent of Canadians choose ensuring future energy supplies as the most important reason to conserve energy.[4] Another 33% are motivated to conserve energy by the possibility that it will help keep energy costs down in their household. Finally, 25% of Canadians feel that energy should be conserved in order to help reduce pollution.

Canadians are divided on the question of where energy conservation efforts should be primarily directed. A plurality of Canadians think that conservation efforts should be directed at energy use in industry (27%); slightly fewer say efforts should be directed toward energy use in office buildings and government offices (23%).[5] Smaller

proportions say efforts should be directed toward energy use in the home (18%) and toward energy use in transportation (17%). Eleven per cent think that energy conservation efforts should be directed at some combination of or all of the above.

A plurality of Canadians (41%) say that energy conservation should be primarily the responsibility of individual Canadians.[6] Only half as many say the federal government has the most responsibility (20%), and only small proportions place the primary responsibility with private industry (11%), the provincial government (8%) or power utilities (5%). This is a very similar pattern to Canadians' allocation of the responsibility for environmental improvements, as found in the fall 1990 Environmental Monitor.

Despite the tendency to regard energy conservation as an individual responsibility, an overwhelming 77% of Canadians think that the federal government should be doing more to promote energy conservation, regardless of the fact that this may lead to tax increases and a larger federal deficit.[7] Just 17% think that the federal government should be spending about the same amount and 3% think that the federal government should spend less than it presently does on the promotion of energy conservation.

Provincial power utilities fare relatively well in terms of how Canadians rate their efforts to promote energy conservation. Almost one-half of Canadians rate these utilities as excellent (10%) or good (43%); a third rate them fair (34%) and only one in ten rate them poor (11%).[8]

Canadians, on the whole, are confident about their level of familiarity with the ways in which they can help to conserve energy. Eight in ten Canadians say they are very (32%) or somewhat (50%) familiar with the ways in which an individual can conserve energy.[9] Two in ten consider themselves not very (16%) or not at all (2%) familiar.

An overwhelming majority of Canadians disagree strongly (39%) or somewhat (33%) that reducing their energy use will lower their standard of living.[10] Only one in four agree strongly (9%) or somewhat (17%) that reducing energy use will have this effect.

1. Environmental Monitor (1991-1): Q. 20.
There has been some discussion lately about the best way to meet future energy needs. One strategy is to reduce our consumption of energy, thereby reducing future demand. A second proposed strategy is to increase the supply of energy to meet demand. Which do you feel would be the better strategy?

2. Focus Canada (91-3): Q. 64.
Is it very likely, somewhat likely, not very likely, or not at all likely that you will do the following in the next year or two ... evaluate how your home uses energy.

3. Environmental Monitor (1991-1): Q. 29.
One idea which has been put forward to help us conserve energy and reduce global warming is to bring in a carbon tax. This would be a special tax on gasoline and other fossil fuels. How willing would you be to pay a carbon tax of 10% more on gasoline? Would you be ...

4. Focus Canada (91-3). Q. 63.
For you personally, what is the single most important reason to try and conserve energy? Is it to help keep costs down in your household, to help reduce environmental pollution or to help ensure an adequate supply of energy for the future?

5. Environmental Monitor (1991-1): Q. 25.
Which one of the following areas do you think new energy conservation efforts should be primarily directed at?

6. Environmental Monitor (1991-1): Q. 24.
Which one of the following groups do you feel has the most responsibility for energy conservation?

7. Environmental Monitor (1991-1): Q. 27.
Keeping in mind the fact that government efforts could cause your taxes or the federal deficit to go up, do you think that the federal government should be doing more, less or about the same as it is now to promote energy conservation?

8. Environmental Monitor (1991-1): Q. 26.
How would you rate your provincial power utility on encouraging the public to conserve energy? Are they doing an excellent, good, fair or poor job?

9. Environmental Monitor (1991-1): Q. 22.
Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with ways in which you as an individual can conserve energy?

10. Environmental Monitor (1991-1): Q. 28.
I'd like to read you a series of statements about energy conservation. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following.

d) Reducing your energy use will lower your standard of living.

JURISDICTION

Canadians are divided in their preference between federal and provincial jurisdiction over energy, but the trend over time shows a clear decline in support for federal authority and an increase in support for provincial, and, more recently, for shared jurisdiction. Presently, 39% of Canadians (down 4 points since 1990) prefer federal authority over energy.[1] Thirty-six per cent (down 2 points) prefer provincial jurisdiction, while 20% (up six points) favour shared jurisdiction.

1. Focus Canada (91-3): Q. 5.
Please tell me whether you think each of the following areas should be under the authority of only the federal level of government, primarily the federal level of government, primarily the provincial level of government or only the provincial level of government ... energy?

ENVIRONMENT AND HEALTH

Statistics indicate that Canadians strongly believe their health and the health of their families is effected by the environment, whether it be now, or long-term.

HEALTH CONCERNS

In a spring 1991 Decima survey Canadians continued to strongly believe that the environment affects their health and the health of their families. Four in ten (41%, down 2 points since March 1990) said the environment affects their health "very much", and eight in ten (78%, down 3 points since March 1990) said it affects their health at least "a fair amount".[1]

However, Decima has found that each June, for four of the past five years, there has been a softening in the intensity of concern over the effects of the environment on health. June 1991 continued this surprising cyclical trend, with only 28% of respondents saying the environment affects their health "very much", and 25% (down 7 points since spring 1991) saying it does not at all affect their health.[2]

The proportion of Canadians who feel that it is at least likely that their personal health has been affected by environmental pollution has increased over the past year. Presently, about half of Canadians (51%, up two points since fall 1989) believe that their health has "definitely" (13%) or "likely" (38%) been affected by pollution over the last few years.[3]

A similar line of questioning found that fully two in three (69%, up 1 point since 1990) Canadians expressed strong agreement with the statement that environmental problems are already causing an increase in health problems and diseases such as cancer.[4]

1. Decima Quarterly Report (spring 1991): p. 35.
   Thinking of the many types of environmental issues, how much do you think they affect the health of you and your family ... very much, a fair amount, not very much, or not at all?

2. Decima Quarterly Report (summer 1991): p. 43.
   Thinking of the many types of environmental issues, how much do you think they affect the health of you and your family ... very much, a fair amount, not very much, or not at all?

3. Environmental Monitor (1990-4): Q. 4t.
   To the best of your knowledge, would you say your health has been definitely affected, likely affected, likely not affected or definitely not affected by pollution over the past few years?

4. Angus Reid survey - Canadians and the Environment 1991: p. 67.
I am going to read you a number of statements people have made concerning the environment and I would like you to tell me how you feel about each statement on a scale of 1 to 7 where a 1 means you disagree totally and 7 means you agree completely.

GOVERNMENT INTERVENTION

An overwhelming majority of Canadians (91%) favour strong government intervention in the debate on the relation of health problems to environmental pollution.[1]

They disagree, however, on which department should be responsible for intervention. According to 20% of those surveyed, it should be Health and Welfare.[2] Another 32% prefer Environment Canada, while 44% think the responsibility should be shared.

1. CROP survey (March 1989): p. 62.
In view of the health problems which could be related to the environment, would you say that you are quite favourable, somewhat favourable, somewhat unfavourable or quite unfavourable to a strong governmental intervention in this debate?

2. CROP survey (March 1989): p. 62.
According to you, which government department should be responsible for that kind of problem? Those responsible for health, environment, or both?

ENVIRONMENTAL DISASTERS

Public opinion data on environmental damage caused by the Gulf War has not been received so far; however, it could be an issue tracked in the future. Any public opinion data on the Persian Gulf crisis has focused on oil and energy issues.

THE GULF WAR

At the time of the Persian Gulf crisis, Canadians were asked about the perceived impact of oil supplies and prices if the war broke out. Virtually all Canadians (95%) believed that war in the Middle East would at least somewhat likely result in higher oil prices.[1] Many (62%) believed that the war would very likely or somewhat likely lead to an energy shortage (24% and 38% respectively).

When Canadians are asked to identify which of these two possibilities they are most concerned about, they are divided. Half (51%) cite shortages and half (49%) say higher prices.

However, even with the crisis in the Persian Gulf having resulted in a market and media focus on oil issues and energy issues in general, Canadians do not appear to be overly concerned about the situation. Less than 1% (0.3%) report that energy is the most important problem facing the country today.[2] This compares to 10% who cited energy as their top-of-mind concern in 1980, during the OPEC price shock.

1. Decima Quarterly Report *(winter 1990): p. 48.*
   In your opinion, if war breaks out in the Persian Gulf, do you think it is ... that Canada will face...?

2. Decima Quarterly Report *(fall 1990): p. 42.*
   *(*no question available)*

THE EXXON VALDEZ OIL SPILL

The largest oil spill in North American history captured the attention of an overwhelming majority of Canadians. Of those surveyed, 93% reported being aware of the Exxon Valdez incident off the coast of Alaska.[1]

A large majority of Canadians disapproved of the manner in which both the Exxon oil company and the American government dealt with the oil spill. In particular, 78% of the respondents were critical of Exxon, and 70% were critical of the United States government.[2] Half of the respondents (51%) voiced disapproval of the Canadian government's handling of the disaster, while 32% expressed approval. As for the reaction of the British Columbia government, 36% approved and 39% disapproved.

1. Focus Canada (89-3): Q. 64.
   Earlier this year, the oil tanker Exxon Valdez hit a shoal on the coast of Alaska and caused a large oil spill. Do you remember having heard about this oil spill before today?

2. Focus Canada (89-3) : Q. 65.
   Do you approve or disapprove of the way in which each of the following groups reacted to the oil spill in Alaska: the Exxon oil company, the American government, the Canadian government, the government of British Columbia?

THE SAINT-BASILE-LE-GRAND FIRE

The media coverage that followed the Saint-Basile-le-Grand fire has made Canadians acutely conscious of the PCB problem. Most Canadians (85%) are aware of the fire and the subsequent evacuation of nearby residents.[1]

A large number of Canadians generally feel that the actions of the federal and Quebec governments were inadequate. Only 45% of the respondents felt that the actions of the federal government after the fire were appropriate, while only 44% were satisfied with the actions of the Quebec government.[2]

A large majority (83%) hopes that the government will implement a total ban on PCBs.[3] This high figure indicates the extent to which Canadians perceive PCBs to be a health threat, and their fear that an incident similar to the Saint-Basile-le-Grand fire could happen in their own community. Of those surveyed, 79% thought that a similar situation could happen close to their homes.[4]

1. Focus Canada (88-4): Q. 87.
   Do you remember hearing about the Saint-Basile-le-Grand fire and evacuation?

2. Focus Canada (88-4): Q. 88-89.
In your opinion, was the federal government's response to the Saint-Basile-le-Grand situation appropriate or inappropriate? ... the Quebec provincial government's response?

3. Focus Canada (88-4): Q. 90.
Do you feel that the government should or should not now ban the use of PCBs completely?

4. Focus Canada (88-4): Q. 91.
Do you think that a situation like the Saint-Basile-le-Grand fire could or could not happen in your own community?

ENVIRONMENTAL GROUPS

Environmental groups continue to rank second highest in their believability on environmental issues, falling behind only scientists and professors. Recent research on environmental groups also finds that the majority of Canadians tend to identify with environmentalists.

CREDIBILITY

Environmental groups continue to score second highest in terms of their believability as a source of environmental information, although they are judged less credible than in 1990. Thirty-five per cent of those surveyed (down 10 points since 1990) said they believe most of the statements made by environmental groups – a total of 84% stated they believe at least some of what these groups say.[1]

Environmental groups continue rank behind scientists and professors, who's statements were mostly believed by 47% of Canadians (down 14 points), but ranked above television news (21%), municipal governments (18%), newspapers (14%), members of parliament (11%), provincial governments (9%, unchanged), the federal government (7%, up two points) and business and industry (3%, down 1 point).

Canadians disagree with the statement that the whole environment issue has been blown way out of proportion by media and environmentalists. Only 15% of those surveyed (up 2 points since 1990) expressed strong agreement that the threat to the environment was blown out of proportion.[2]

1. Angus Reid Survey - Canadians and the Environment 1991: p. 45.
   Many different groups and organizations are speaking out on environmental issues. I am now going to name some groups and I would like you to tell me how much you personally believe of what each might say about the environment. Do you believe most, some, a little, or none of what ... has/have to say about the environment?

2. Angus Reid Survey - Canadians and the Environment 1991: p. 67
   I am going to read you a number of statements people have made concerning the environment and I would like you to tell me how you feel about each statement on a scale of 1 to 7 where a 1 means you disagree totally and 7 means you agree completely.

PERFORMANCE RATINGS

Environmental groups are considered to be doing the best job of protecting the environment. However, their performance rating dropped noticeably from 1987 to 1988. In 1987, 61% of Canadians said that environmental groups were doing an excellent job, while in 1988 only 48% said their performance was excellent.[1]

1. Environmental Monitor *(fall 1988) Q. 7.*
   How would you rate the performance of the following groups in protecting the environment? Would you say that environmental groups have done an excellent, good, fair or poor job in protecting the environment?

ROLE OF ENVIRONMENTAL GROUPS

Canadians want environmental groups to serve chiefly as watchdogs of industry and government (29%) and to provide information to the public (27%).[1] Significantly smaller proportions of people want the prime focus of these groups' efforts to be environmental advocacy through the political process (11%) or independent research (9%). Fully one in five (23%) say they want these groups to play more than one of these roles.

1. Environmental Monitor *(fall 1989): Q. 27.*
   Thinking specifically about environmental groups, what in your view is the single most important role that environmental groups in Canada should play? Is it ... ?

IDENTIFICATION WITH

A majority of Canadians feel that people who demonstrate against environmental pollution are very much (9%) or somewhat (49%) like themselves. Four in ten Canadians feel that people who take part in demonstrations are not very (21%) or not at all (18%) like themselves.[1]

1. Environmental Monitor *(1990-4): Q. 22.*
   Now I'd like you to think about people who take part in demonstrations against environmental pollution. Would you say they are very like yourself, somewhat like yourself, not very like yourself or not at all like yourself?

FORESTS

Canadians are particularly concerned about forest renewal issues. Majorities are opposed to such practices as clear-cutting and the logging of old growth forests. B.C. residents views were often examined in the past year. Findings indicate that British Columbians subscribe to a middle-of-the-road view on most forestry issues.

FOREST THREATS

When Canadians are asked which specific forestry issue concerns them the most, six in ten (61%) mention specific forest renewal issues such as clear-cutting (27%), replanting (16%), over-harvesting (15%) and the harvesting of old growth trees (3%).[1] Another three in ten Canadians are most concerned about environmental and health related issues such as the pesticides used in forests (20%) and mill pollution (11%).

Clear-cutting has emerged as a virtual icon symbolizing what many Canadians perceive to be the destruction of one of our national symbols. Eight in ten Canadians (78%) are opposed to clear-cutting as the primary method of logging in Canada; fewer than two in ten (18%) are in favour of clear-cutting.[2]

1. Environmental Monitor *(1991-1): Q. 14t.*
   There are a number of more specific forestry issues I would like you to consider. Which one of the following issues most concerns you?

2. Environmental Monitor *(1991-1): Q. 16.*
   Forests in Canada are currently logged by one of two methods. One method is called "clear-cutting", in which all the trees in a given area are cleared. The cleared area can then be replanted. The other method is called "selective cutting", in which only certain trees in a given area are cut, depending on their size or type. Would you say you favour or oppose clear-cutting as the primary method of logging in Canada?

FOREST INDUSTRY PRIORITIES

There has been a significant shift over the past year in the nature of Canadians' concerns regarding the practices of the forestry industry. A large majority (61%, up 22 points since winter 1990) now say that what concerns them most is how these practices affect forest renewal.[1] Just three in ten (31%, down 20 points) now say they are concerned about the environmental and health impact of forest industry practices.

1. *Environmental Monitor (1991-1): Q. 12t.*
   Which of the following would you say concerns you most about the current practices of Canada's forest industry?

RESPONSIBILITY AND PERFORMANCE

Canadians generally consider that the forest industry has primary responsibility for reforestation. According to 54% of those surveyed, the forest industry is responsible for replanting trees.[1] Only half as many thought that government is responsible: 16% named the federal government and 13% provincial governments.

Though they are generally satisfied with the forest industry's performance in tending and regenerating the country's forests, Canadians see room for improvement. According to 6%, the record of the forest industry is very good, while 28% describe it as good.[2] Another 34% see the record as fair, while 16% consider it poor and 9% very poor.

A majority of Canadians (57%) think that the government is doing too little to regulate the forest industry.[3] A quarter of the population (25%) believe that government regulation is about right, and 4% think that there is too much regulation.

1. *Environmental Monitor (winter 1989): Q. 8.*
   Who do you hold primarily responsible for planting the trees to replace those that are cut?

2. *The Reid Report (November 1988): p. 49.*
   What kind of a job do you think forestry companies in general are doing in the area of tending and regenerating Canada's forests?

3. *Environics, 1989 National Survey of Canadian Public Opinion on Forestry Issues.*
   *(*no question available)*

FOREST CHEMICALS

Fully three Canadians in four (77%) believe that forest chemicals pose a long-term threat to health.[1]

A total of 43% reject the view that aerial spraying of chemicals is an economic necessity.[2] This figure is slightly higher than the 37% who do not see any practical alternatives.

1. *Environmental Monitor (winter 1989): Q. 9b.*
   Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that chemicals used in managing Canada's forests do not threaten the long-term health of people or the environment?

2. *Environmental Monitor (winter 1989): Q. 9a.*
   Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that aerial spraying of chemicals is the only economical way of protecting our forests from pests and disease?

ECONOMIC CONSIDERATIONS

There is a high degree of opposition to the logging of old growth forests, even when jobs in the forest industry are at stake. Almost two-thirds of Canadians (64%) feel that preserving old growth forests is more important than preserving jobs in the forest industry.[1] Fewer than a quarter (23%) feel that ensuring the preservation of forestry jobs should take precedence.

1. *Environmental Monitor (1991-1): Q. 15.*
   Certain forest areas in Canada are more than 100 years old and are commonly referred to as old growth forests. Some people have said that stands of old growth forests should be forever preserved and protected from logging or other development. The creation of such protected forests, however, would reduce the supply of wood for forest products, which might result in a loss of jobs in the forest industry. Do you think it is more important that certain forest areas be preserved from any logging, or is it more important that these areas be available for logging in order to ensure jobs in the forest industry?

LAND USE CONSIDERATIONS

The most important function of our forests, according to 27% of Canadians, is wildlife protection.[1] Nearly the same number believe it is wilderness preservation. Logging is mentioned by only 12%, tourism/recreation by 8% and mining by 1%. According to 23%, more than one use is important.

1. *Environics, 1989 National Survey of Canadian Public Opinion on Forestry Issues.*
   *(*no question available)*

B.C. ISSUES

In February 1990, a province wide Angus Reid poll examined B.C. residents' views on three forestry issues. Most British Columbians subscribe to a "middle-of-the-road" point of view on the issue of clear-cutting. Two thirds (64%) of the British Columbians surveyed supported this logging practice only in certain restricted areas.[1]

Another issue which has generated heated controversy is whether or not logging activity should be permitted in the old growth forest in the Carmanah Valley on Vancouver Island. Exactly one-half of those polled favoured protecting the entire valley with absolutely no foresting activity allowed, while only slightly fewer (44%) advocated limited logging with protection being extended only to the area containing the oldest and tallest trees.

Public opinion is somewhat more clearly defined regarding what should be done with pulp and paper companies which are polluting the province's water resources. A clear majority (56%) of those surveyed were of the view that pulp and paper companies should be forced to immediately comply with existing pollution laws prohibiting damage to water bodies, or be shut down until they are able to do so.[2]

Opponents of the plan to log the Carmanah Valley in British Columbia have succeeded in raising it as a national issue. However, the B.C. Government has come up with a resolution that Canadians see as fair to both environmental and forest industry concerns. Fully six in ten Canadians (59%) say they have heard about the controversy between environmentalists and the forest industry over the planned logging of some of the oldest, tallest spruce trees in the Carmanah Valley in British Columbia.[3] Four in ten (40%) are unaware of this issue.

Canadians were asked for their reactions to the British Columbia government's decision to create a park to save half the valley's giant spruce trees, but allow the remaining trees to be harvested. Four in ten (39%) believe this proposal is equally fair to both environmental and forest industry concerns.[4] However, three in ten maintain it is unfair to environmental concerns. Only 6% hold the view that it is unfair to the forest industry and 5% report it is unfair to both.

1. *The Reid Report (November/December 1990): p. 59.*
*(*no question available)*

2. *The Reid Report (November/December 1990): p. 60.*
   *(*no question available)*

3. *Environmental Monitor (spring 1990): Q. D7.*
   Have you heard about the Carmanah Valley in British Columbia and the controversy between environmentalists and the forest industry over planned logging of some of the oldest, tallest spruce trees in Canada?

4. *Environmental Monitor (spring 1990): Q. D14.*
   As you may know, the British Columbia government has recently announced a proposal to create the Carmanah Park in the lower section of the valley to protect its giant spruce trees. The harvesting of trees would be permitted in the upper section of the valley. The government believes that this is a balanced proposal which protects old-growth forests and continues the economic benefits of harvesting trees. Considering the differing interests of the forest industry and environmentalists, do you think this proposal is fair to both environmental concerns and the forest industry, is it unfair to environmental concerns or is it unfair to the forest industry concerns?

HAZARDOUS CHEMICALS

A majority of Canadians continue to believe that hazardous chemicals are present in their environment. Canadians are demonstrating concern by taking steps to avoid or reduce possible exposure to hazardous chemicals. However, few Canadians consider themselves well informed on the issue of chemical use in Canada.

CHEMICALS IN THE ENVIRONMENT

More than eight in ten Canadians continue to believe that hazardous chemicals are definitely (50%) or likely (34%) present in local bodies of water.[1] A similar proportion says hazardous chemicals are definitely (40%) or likely (39%) present in the air they breathe. Seven in ten believe hazardous chemicals are definitely (24%) or likely (46%) present in the food they eat. Just over half say these chemicals are definitely (23%) or likely (33%) present in the drinking water that comes from their tap.

Six in ten Canadians strongly (26%, up six points since summer 1989) or somewhat (34%, down 8 points) agree that chemicals are essentially safe when properly used and controlled.[2] Four in ten somewhat (19%, down 1 point) or strongly (18%, no change) disagree with this statement.

However, there is quite a bit of scepticism as to whether chemicals in Canada are, in fact, being properly used and controlled. Only 14% of Canadians feel that they are often properly used and controlled; another 46% think this happens only sometimes.[3] Significantly, more than one-third of Canadians believe chemicals are seldom (31%) or never (5%) properly used and controlled.

To the extent that Canadians do believe chemicals are properly used and controlled, they are more inclined to give themselves credit for this than to give credit to governments or the chemical industry itself. A plurality of 47% feel that individual Canadians are doing the best job of ensuring that chemicals are properly used and controlled.[4] Another 23% say governments do the best job and just 17% say the same of the chemical industry itself.

An increasing number of Canadians (65%, up four points since summer 1990) report having personally taken steps in the past year to avoid possible exposure to hazardous chemicals in their food, water or the environment.[5] This proportion has increased steadily over the past four years.

Canadians report taking a very wide variety of actions to prevent chemical exposure, including avoiding hazardous products in general (27%, up six points since summer 1990), changing diet and/or buying organic foods (22%, unchanged), handling hazardous products safely or using protective clothing (21%, up one point), avoiding chemicals in drinking water by using a home water purifier or drinking bottled water (16%, up two points), buying environmentally friendly or green products (15%, up eight points) and reading product labels more carefully or becoming better informed (15%).[6]

However, more specifically, there has been a decline over the past two years in the willingness of Canadians to pay more for groceries that contain no hazardous chemicals. Only 11% (down 8 points since summer 1989) now say they would be willing to pay over $25 per week more for groceries if they could be assured that they would contain no hazardous chemicals, and 22% (down 3 points) would pay $10 to $25 more.[7] At the lower end of the spectrum, 35% (up seven points) would be willing to pay $5 to $10 dollars more and 17% would be willing to pay up to $5 more.

1. Environmental Monitor *(summer 1990): Q. 11t.*
   I would now like to ask you about hazardous chemicals in our society today. A chemical is usually defined as hazardous if it is corrosive, flammable, reactive, toxic or radioactive.
   What about the presence of hazardous chemicals in the community where you live? Do you think UNSAFE LEVELS of such chemicals are definitely present, likely present, likely not present or definitely not present in:
   a. The air you breathe;
   b. The drinking water that comes from your tap;
   c. The food you eat;
   d. Bodies of water, such as lakes, rivers or oceans in your area?

2. Environmental Monitor *(1991-3): Q. 16t.*
   Could you please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:
   b. Chemicals are safe when properly used and controlled.

3. Environmental Monitor *(1991-3): Q. 17.*
   To what extent do you think chemicals are currently being properly used and controlled in Canada? Would you say that they are often, sometimes, seldom or never being properly used and controlled?

4. Environmental Monitor (1991-3): Q. 18.
Which one of the following groups would you say is doing a better job of ensuring that chemicals are being properly used and controlled today? Would you say that ..... are doing better at this?

5. Environmental Monitor (1991-3): Q. 23.t.
Have you personally been taking any steps in the past year or so to avoid or reduce your possible exposure to hazardous chemicals in either food, water or the environment?

6. Environmental Monitor (1991-3): Q. 24.t.
What specific steps have you taken to avoid or reduce your exposure to hazardous chemicals?

7. Environmental Monitor (1991-3): Q. 33t.
Thinking about your household's weekly grocery bill, how much more would you be willing to pay each week to purchase fruits and vegetables and other foods that you could be assured contain no hazardous chemicals? Would you be willing to pay ...

MANAGEMENT OF CHEMICALS

Two-thirds (66%) of Canadians are unaware of any government legislation currently in place to regulate the various stages of the chemical life cycle and thereby protect human health and the environment.[1] Only three in ten report being aware of legislation from the federal (13%), the provincial (9%) or both (9%) levels of government.

When Canadians are then asked to rate their governments' efforts to deal with the potential hazards associated with the chemical life cycle, eight in ten say governments are doing only a fair (53%) or a poor (26%) job of enacting new regulations.[2] Canadians are just as critical of governments' enforcement of existing legislation; eight in ten say that governments are doing only a fair (46%) or a poor (33%) job in this regard.

One-quarter of Canadians (24%, down 4 points since summer 1990) are aware of voluntary efforts (beyond those required by regulation) made by companies producing and distributing chemicals to improve safety standards at the different stages of the chemical life-cycle.[3] Three-quarters (72%, up three points) are unaware of any voluntary efforts of this kind.

1. Environmental Monitor *(summer 1990): Q. 8.*
   Are you aware of any federal or provincial legislation now in place in Canada to regulate the different stages of the chemical life cycle, to protect human health and the environment?

2. Environmental Monitor *(summer 1990): Q. 9.*
   a. *How would you rate the job governments are doing enacting new legislation to regulate all stages of the chemical life cycle? Are they doing an excellent, good, only fair or poor job?*
   b. *How would you rate the job governments are doing enforcing existing regulations on all stages of the chemical life cycle? Are they doing an excellent, good, only fair or poor job?*

3. Environmental Monitor *(1991-3): Q. 22t.*
   Are you aware of any voluntary efforts by companies producing and distributing chemicals to improve safety standards at the different stages of the chemical life-cycle, that is, efforts that go beyond what they are required to do by regulation?

TRANSPORTATION OF CHEMICALS

As was the case last year and the year before, Canadians still tend to believe it is safer to transport hazardous waste to remote locations for disposal (49%, down 4 points since spring 1989) than to dispose of it where it is generated (37%, up 3 points).[1] However, the trend toward a preference for on-site disposal continues, with the gap between these points of view having narrowed by 22 points over the last two years.

In spite of a significant improvement in public confidence over the last decade, most Canadians still have reservations about the adequacy of precautions now in place to ensure the safety of hazardous goods transport in Canada. Only one in ten (9%, up 2 points since spring 1989) consider the current safety precautions to be very adequate, while four in ten (44%, down 2 points) believe they are somewhat adequate.[2] Another four in ten (43%) believe such precautions are not very (29%, down 2 points) or not at all (14%, up 1 point) adequate.

A large plurality of Canadians (45%) say that if they were living close to a hazardous waste facility, they would be most concerned about the possible health risks associated with water contamination.[3] Another two in ten (19%) would be most concerned about air pollution and fewer than one in ten say their greatest concern would be the risk of accidents or explosions (8%) or transportation spills (7%). A further 16% say that they would be concerned about several or all of these factors.

1. Environmental Monitor *(spring 1990): Q. 31.*
   To minimize any risk to health and the environment from hazardous waste, do you think such waste should be disposed of in the area where it is generated, or do you think it should be transported to and disposed of in less populated areas?

2. Environmental Monitor *(spring 1990): Q. 34.*
   I would now like to ask you about the transport of hazardous materials that are used in our society. Hazardous materials are transported mainly by truck or train. Based on what you have seen or heard about the safety precautions now in place for the transport of hazardous materials, would you say they are very adequate, somewhat adequate, not very adequate or not at all adequate to ensure public safety?

3. Environmental Monitor *(1991-2): Q. 40T.*
   If you were living anywhere near a hazardous waste disposal facility, which one of the following possible health risks would concern you the most? Air pollution, ground water contamination, accident or explosion risk, or spills during transportation?

PCBs

Seven Canadians in ten (73%) believe that current methods of storing PCBs are unsafe. However, half think that safe storage of PCBs is possible. The same number also think that safe transport is possible.

Only 37% of Canadians believe that technology exists for safe incineration of PCBs. More than half (52%) believe that PCBs should be destroyed now using the best available technology, while 37% think that storage for future destruction is the best course of action. (Fully 70% of Quebec residents believe that PCBs should be destroyed now).

Respondents were evenly split on the type of incineration that should be used. Mobile units were preferred by 42%, and fixed units by 38%. In the view of 56%, living near a PCB storage facility for a number of years would be more dangerous than living near a mobile incinerator for a few months.

Four in ten were prepared to accept having a mobile incinerator in their community for three months, while five in ten would not accept it.

Three respondents in ten (29%) trust the federal government to find a safe solution to the PCB problem. Private waste management companies were named by 17%, provincial governments by 15%, local governments by 10%, and electrical utilities by 7%.[1]

1. *Source throughout this section: omnibus questions, Environmental Monitor (winter 1989).*
   *(*no questions available)*

KNOWLEDGE OF CHEMICALS

Few Canadians consider themselves well informed on the issue of chemical use in Canada, including the potential effects on human health and the environment. Almost half (49%) say they are only somewhat informed about chemical use and the potential effects on human health and the environment.[1] Just 10% describe themselves as very informed. Four in ten say they are either not very (33%) or not at all (7%) informed.

Further, there is little consensus among Canadians as to what specific information they would like to have about hazardous products and their alternatives. Most commonly they would simply like to know more about the most dangerous chemicals to be avoided (20%) or about general and specific health risks (18%).[2] Many Canadians would also like to know more about less hazardous alternatives in general (11%), and, more specifically, about household cleaners and detergents (10%), food safety or organic foods (6%) and the quality of tap, bottled or surface water (5%).

1. *Environmental Monitor (summer 1990): Q. 4.*
   Now thinking about chemicals, how informed are you about chemical use in Canada, including the potential effects on human health and the environment? Are you very informed, somewhat informed, not very informed or not at all informed?

2. Environmental Monitor (1991-3): Q. 26.
What specific information would you like to have about hazardous products and their alternatives?

CONCERN OVER POTENTIAL HAZARDS

Canadians have become increasingly concerned over the past year about potential hazards posed by industrial waste, chemical products and radioactive waste. Large majorities of Canadians report an increase over the past year in personal concern about the potential hazards to human health posed by industrial waste (74%), products sold by chemical companies (60%) and radioactive waste (52%).[1] Regarding the potential hazards associated with laboratory-produced plants and organisms, five in ten say their concern has remained the same (48%); just three in ten report an increase in concern (31%).

1. Environmental Monitor (summer 1990): Q. 5.
Certain materials pose potential hazards to human health and the environment. Has your level of concern increased, decreased or remained the same over the past year for each of the following:

   a. Products sold by chemical companies;
   b. Industrial waste;
   c. Radioactive material;
   d. Laboratory-produced plants and organisms?

CREDIBILITY SOURCES

It is quite clear that environmental groups have the most credibility among Canadians with regard to information about the safety of consumer products containing hazardous chemicals. Sixteen per cent of Canadians say they most trust environmental groups as sources of information, while another one in ten Canadians would most trust consumer groups (12%) or federal government officials (12).[1] Fewer would place their trust in provincial governments (10%), companies that manufacture the products in question (9%), scientists (4%) or public health officials (3%).

1. Environmental Monitor (1991-3): Q. 25.
Who would you be MOST likely to trust as a source of information about the safety of consumer products containing hazardous chemicals?

MEGA-PROJECTS

Though Canadians continue to view mega-projects as important, support for them has decreased. Those who support the development of these projects do so primarily for economic reasons, or for self-sufficiency reasons. Canadians put themselves solidly behind environmental impact assessment of mega-projects.

ENVIRONMENTAL ASSESSMENT/REVIEW

Canadians are solidly behind the environmental impact assessment process for mega-projects. Fully 80% of Canadians surveyed in November shared the view that the construction on phase II of the James Bay hydroelectric scheme should not proceed without a complete study into its potential effects on the environment, while a considerable but lesser degree of opposition (69%) was registered with regard to the completion of construction on Saskatchewan's Rafferty Dam.[1]

Almost three-quarters of Canadians (72%) feel that no work should begin on energy mega-projects until all environmental impact studies are complete.[2] Only 21% of Canadians feel that the urgency of the projects warrants moving ahead without waiting for the environmental assessments.

1. The Reid Report (January 1991): p. 18.
   One other issue that has been in the news recently concerns the hydroelectric project at James Bay in Quebec. The provincial government has given Quebec Hydro permission to do some preparations for the project, such as building roads and some facilities, before an environmental impact assessment on the entire project itself has been completed. Some people think it is okay for some of the preparations to be done before the project is fully approved. Other people do not think any work at all should be done until the environmental assessments are fully completed. What do you think?

   There has also been considerable controversy recently concerning the Rafferty Dam project in Saskatchewan. Premier Grant Devine ordered construction on the project to continue, although the environmental impact assessment process has not yet been completed. All things considered, do you think Grant Devine was right or wrong to order construction of the Rafferty Dam to continue without the complete environmental review?

2. *Environmental Monitor (1991-1)*: Q. 6.
Currently a number of hydroelectric dam projects (including the James Bay II project and the Rafferty-Alameda dams in Saskatchewan) are being held up until studies are completed on their possible environmental impacts. Some people say that electrical energy and irrigation water from such projects are too urgently needed to wait for these assessments. Others say no work should proceed until all studies are completed. Which of these points of view is most like your own?

SUPPORT AND FAMILIARITY

Canadians are less impressed with the importance of energy mega-projects than they were in the mid-1980s. Currently, 25% of Canadians (up 3 points since 1990) consider the development of these mega-projects to be "very important".[1] Another 43% (down 1 point) consider them to be "somewhat important". Twenty-three per cent (down 3 points) regard these projects as not very or not at all important.

Four in ten Canadians are very (3%) or somewhat (37%) familiar with the Hibernia project; a majority of 56% are not at all familiar with the project.[2]

When Canadians are informed about the project, fewer than half (40%) say they are at least somewhat in favour of the Hibernia project; 27% are at least somewhat opposed to it. The remaining one-third (33%) express no opinion.[3]

Support for the Hibernia project hinges primarily on certain sets of reasons. There are those who support it because of job creation (41%) and economic development in the area (11%); and those who favour the project as a way of bolstering Canada's oil self-sufficiency in the face of a Persian Gulf conflict (39%) and the need to develop the Canadian energy supply (6%).[4] The 12% of Canadians who give environmental concerns as their reason for being in favour of the project are essentially the same people who somewhat favour Hibernia but give this as their reason for having reservations.

Canadians who are opposed to the Hibernia project overwhelmingly base their opposition on concerns about the environment (71%). Fewer than one in ten are opposed because it constitutes an inappropriate use of government money (8%) or because they believe we should instead search for alternate sources of energy (5%).

Approximately the same percentage of Canadians are familiar with the James Bay II project as are with the Hibernia project. Four in ten Canadians say they are very (10%) or somewhat (31%) aware of Hydro-Quebec's Great Whale project.[5] Six in ten are not very (27%) or not at all (32%) aware of the project.

Public opinion across Canada is almost evenly split with regard to the proposed James Bay Two project: 34% either strongly or somewhat favour the project, another 35% either somewhat or strongly oppose it and the remaining 32% have no opinion.[6] A majority of Quebecers (59%), however, favour the project compared to only 26% who are opposed.

A plurality of 40% of Canadians believe the James Bay II project is needed primarily to meet export commitments to the United States; only 6% believe the project is needed to meet Quebec's own future energy needs.[7] Another 33% think the project is needed for both purposes.

1. Focus Canada (91-3): Q. 62.
   Developing energy sources such as the oil sands, off-shore oil wells and developments in the arctic require huge and expensive projects. Would you say that it is very important, somewhat important, not very important or not at all important that these mega-projects be developed?

2. Environmental Monitor (1990-4): Q. 37Ha.
   How familiar would you say you are with the Hibernia oil project? Are you very familiar; somewhat familiar or not at all familiar?

3. Environmental Monitor (1990-4): Q. 37Hb.
   As you may be aware, the federal government has recently announced that the Hibernia oil project will proceed to the construction phase. In this project, companies will drill for oil off the east coast of Canada. From what you have seen, read or heard about this project, are you strongly in favour, somewhat in favour, somewhat opposed or strongly opposed to this project proceeding?

4. Environmental Monitor (1990-4): Q. 37Hc.
   Why do you say that? (opinion of Hibernia project)

5. Environmental Monitor (1991-3): Q. 37.
How would you rate your awareness of Hydro-Quebec's James Bay II project? Would you say that you are very aware of this project, somewhat aware, not very aware or not at all aware of this project?

6. Focus Canada (91-3): Q. 68.
Do you strongly favour, somewhat favour, somewhat oppose or strongly oppose Hydro Quebec's planned James Bay II project?

7. Environmental Monitor (1991-3): Q. 38.
The James Bay II Project is Hydro Quebec's plan to develop another series of hydroelectric dams in the James Bay region of the province. As far as you know, is this project needed to meet Quebec's own future energy needs only, is it needed more to meet energy export commitments to the United States, or is it needed for both?

NATIVE ISSUES

When it comes to mega-project development, Natives clearly have a considerable amount of public sympathy. Two-thirds of Canadians either strongly (40%) or somewhat (27%) favour stopping these mega-projects until the land claims have been settled.[1] Only 26% are either somewhat (15%) or strongly (11%) opposed to stopping the projects under these circumstances.

1. Focus Canada (91-3): Q. 67.
Some of these large projects involve land which is claimed by Native peoples. Do you strongly favour, somewhat favour, somewhat oppose or strongly oppose stopping these projects until the native land claims are settled?

JURISDICTION

Across Canada there is a slight preference for federal (49%) over provincial (41%0 jurisdiction with regard to environmental assessment of mega-projects.[1]

When Canadians are asked which level of government should have the final say as to whether these projects should be changed or stopped completely, opinion is more evenly divided with 46% saying the federal government and 43% the provincial government.

A plurality of Canadians as a whole (44%) think the federal government will do a better job, with regard to James Bay II, of ensuring the environment is protected; 34% believe the Quebec government would do the best job.[2]

1. Focus Canada (91-3): Q. 66.
   Currently, several large energy and pulp and paper projects are planned or underway in many provinces, like the James Bay II project in Quebec, the Rafferty Dam in Saskatchewan, and the Alpac mill in Alberta. Which level of government, federal or provincial, do you think should have the final say in ... assessing the effect of these kinds of projects on the environment ... deciding whether these projects should be changed or stopped?

2. Environmental Monitor (1991-3): Q. 39.
   As you may know, both the federal and provincial governments are studying the potential environmental impacts of the James Bay II project. Which level of government do you think will do a better job of ensuring that the environment is protected. Would it be the ...

NATIONAL PARKS

DEVELOPMENT

Canadians put the protection of nature before other issues when asked about the development and location of national parks.

Given the option, Canadians prefer to see our national parks developed in a way that primarily serves to protect nature (83%) rather than developing them to encourage their use for recreational purposes (15%).[1]

1. *Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 94.*
   If you could choose only one of the following two options to improve Canada's system of national parks, would you choose to...

LOCATION

The concern for the protection of nature followed through into the public's preferred location of new national parks. Of Canadians surveyed, a slim majority (58%) said that parks should be located in sensitive ecological areas.[1] Twenty-five per cent selected areas of national beauty for the location of national parks, and 15% selected areas where there are currently no parks.

1. *Decima Survey - Canadians and the Environment: Attitudes and Choices: Q. 95.*
   If new national parks are to be opened, which of the following arguments do you find most convincing about where parks should be located?

PERFORMANCE RATINGS

There has been an increase recently in Canadians' satisfaction with regard to all levels of government on the whole. Canadians remain the most critical of private industry although dissatisfaction has remained stable.

GOVERNMENT

The Environmental Monitor's Quarterly Report card on how Canadians rate various actors with regard to their performance on environmental protection shows a significant decrease in dissatisfaction with all levels of government. The proportion of Canadians who rate the federal government's performance as "poor" now stands at 34% (down 8 points since spring 1991).[1] Twenty-five per cent (down 9 points) now rate their provincial government as "poor", while 21% (down six points since fall 1990) rate their municipal government as poor.

A summer 1991 Decima report found that the federal government continues to receive its best assessment for protecting the environment, with four-in-ten (38%) of Canadians reporting that the government is doing a good job in this area.[2] Assessments of the federal government's performance in protecting the environment have been quite consistent over the past year.

Focus Canada's August 1991 report found that 37% of Canadians (down 2 points from April 1991) express approval of the government's record on the environment; 58% are critical of its environmental policies.[3]

1. The Environmental Monitor (1991-3): Q. 3t.
   I would like to ask you how you would rate the performance of the following groups in protecting the environment? Would you say that ... has done an excellent, good, fair or poor job in protecting the environment?

2. Decima Quarterly Report (summer 1991): p. 12.
   Would you say the federal government is doing a good job or a poor job in...?

3. Focus Canada (91-3): Q. 9.
   Generally speaking, do you approve or disapprove of the way the current federal government is handling...

OTHER GROUPS

Although private industry continues to receive the worst rating for its efforts to protect the environment, dissatisfaction has remained stable; four in ten Canadians continue to rate its performance as "poor" (41%, down 1 point since spring 1991).[1]

The Angus Reid Group examined the environmental reputation of different industrial sectors for their 1991 year end survey. The results show that many specific sectors are perceived to have little regard for the environment.

The tourism industry and hospitals and health care facilities were deemed the most environmentally careful, with six in ten Canadians (60% and 61% respectively) deeming them at least "a little careful" in terms of their environmental consciousness.[2]

Other sectors deemed careful, but slightly less so include electricity utilities (52%, down 7 points since 1990) and the nuclear energy industry (45%).

The label "careless industries" can be affixed to the following: automobile manufacturers were deemed environmentally careless by 51% of Canadians (down 8 points since 1989), the mining industry by 53% of those surveyed, fast food restaurants by 55%, household cleaning product manufacturers by 56% and the agricultural chemical industry by 60%.

The four remaining industrial sectors included in the survey can be described as "environmentally dangerous." More than one in six Canadians label the plastics industry (63%), oil and gas companies (64%), the chemical industry (65%) and forestry and pulp and paper companies (66%) as environmentally dangerous.

1. *The Environmental Monitor (1991-3): Q. 3t.*
   I would like to ask you how you would rate the performance of the following groups in protecting the environment? Would you say that ... has done an excellent, good, fair or poor job in protecting the environment?

2. *Angus Reid Survey - Canadians and the Environment 1991: p. 51.*
   I am going to name some industrial sectors or types of companies, and I would like you to classify each one in terms of their environmental consciousness. What about...? Would you classify their environmental consciousness as very careful, a little careful, a little careless or very careless?

CREDIBILITY RATINGS

An overwhelming 85% of Canadians somewhat or strongly agree that corporations and industries cannot be trusted to tell the truth about the environmental pollution they may be causing.[1]

The general cynicism regarding Canadians' view of the role of industry is further confirmed when they are asked the part each of a variety of factors play in motivating companies to tell consumers about their corporate environmental efforts. Majorities feel that the following factors play a large part: pressure from consumers who are becoming more environmentally conscious (73%); the desire for more consumer sales and company profit (58%); and the companies' wish to capitalize on the environment as a "hot issue" (56%).

Forty per cent of Canadians believe that fear of government regulation is a significant motivation; only 32% are willing to concede that companies' genuine concern for the environment plays a large part in motivating them to tell consumers about their corporate environmental efforts.[2]

1. Environmental Monitor (1990-4): Q. 24tg.
   Corporations and industries cannot be trusted to tell the truth about the environmental pollution they may be causing.

2. Environmental Monitor (1990-4): Q. 11.
   For each of the following, please tell me if you feel each plays a large part, a small part, or no part at all in motivating companies to tell consumers about their corporate environmental efforts:

   a. *Pressure from consumers who are becoming more environmentally conscious*
   b. *The desire for more consumer sales and company profit*
   c. *Fear of government regulation*
   d. *The companies' genuine concern for the environment*
   e. *Companies trying to capitalize on the environment as a "hot issue"*

POLITICAL DIMENSION

The importance of environmental protection to Canadians is demonstrated by the fact that they support a variety of tough environmental protection measures, and that many would seriously consider voting for a party for which environmental protection was a priority. Canadians' reactions to the Green Plan were examined prior to its release and just after its release. Reaction after its release was somewhat less enthusiastic than initially. Public consultation for the Green Plan also met with lukewarm appraisal.

THE POLITICS OF THE ENVIRONMENT

The environment remains a salient issue among the Canadian electorate, though it has dropped somewhat since the summer of 1990. Echoing previous survey findings, a very impressive one in five (19%, down 1 points since July 1990) of the Canadians polled said they would "definitely" throw their support behind a political party which had protection of the environment as its primary policy objective, with an additional four in ten (42%, down 6 points since July 1990) indicating they would "seriously consider" voting for such a party.[1]

Further illustrating the environment's political potency, fully one in four (27%) suggest that the environment would be a "major factor" in determining which party they would vote for in a federal election; another six in ten (58%) said this issue would have "some influence" on their party choice.[2]

In terms of the federal political parties' environmental reputations, there has been a significant erosion in Canadians' confidence in the New Democrat Party, although they do continue to enjoy the most positive public image on this issue. The image of both the Conservatives and the Liberals on this issue has partially recovered from the sharp negative turn recorded between 1989 and 1991.

Currently, one half of Canadians (50%, down 5 points since 1990) classify the federal NDP's environmental consciousness as "careful". Thirty-seven per cent (unchanged) classify the Liberal party as "careful" while 34% (up 3 points) describe the Conservatives as such.[3]

1. The Reid Report (November/December 1990): p. 56.
   Suppose another political party were formed that made protection of the environment its primary policy objective. Would you definitely, seriously consider or not likely support this party in a federal election?

2. *The Reid Report (November/December 1990): p. 56.*
If a federal election were held tomorrow, how much influence would the environment have on your decision as to which party you would support? Would the environment be a major factor in your deciding which party to support, would it have some influence on how you would vote, or would the environment not really be a factor in your deciding which party to support in a federal election?

3. *Angus Reid survey - Canadians and the Environment 1991: p. 61.*
I would like you to classify each of the three main federal political parties in terms of their environmental consciousness. Would you describe the federal ... as very careful, a little careful, a little careless or very careless in terms of their environmental consciousness?

SUPPORT FOR POLICY PROPOSALS

The Canadian public continues to be strongly supportive of a variety of tough environmental protection measures. Of ten environmental protection initiatives examined by Angus Reid, Canadians are most likely to support a law requiring that stores act as depots for accepting the return of recyclable consumer products and packaging that they sell (72% strongly favour such a measure).[1] Two in three (68%) indicate they would strongly favour a measure requiring industry to pay out of their own profits for the safe disposal or elimination of toxic wastes, even if they threaten to locate outside Canada.

Two in three Canadians strongly support a law requiring all liquor outlets to use returnable bottles for domestic alcohol, even if it costs jobs in the bottling sector (63%); a measure requiring that all restaurants, including fast food outlets, use washable dishes and cutlery for their dine-in customers, even if it costs more and is less convenient (63%) and mandatory jail sentences of up to five to ten years for decision makers in companies and or organizations that continually fail to comply with pollution regulations (63%).

One half of Canadians indicate that they would strongly support closing down factories that do not meet environmental regulations after they've received a warning, regardless of job loss (47%) and a ban on lawn and garden pesticides (49%).

Less, but still significant numbers would strongly support the curtail of resource companies' access to wilderness lands, even though it would mean a loss of jobs in some areas (43%); charging households a direct fee for each can or bag of garbage placed for curbside pick-up (32%) and a complete ban on logging in old growth forests, even though many loggers would lose their jobs as a result of the ban (26%).

Canadians participating in a National Angus Reid poll were asked to indicate whether they would support or oppose each of five possible selected measures designed to reduce private automobile usage in urban areas. One third of survey respondents indicated that they would "strongly" support encouraging people to use public transit systems as well as applying a fine to automobile owners who fail to have effective and operative emissions control systems in their cars (66% and 66% respectively).[2]

As well, 37% would moderately support a ban on private vehicles during certain time periods, 33% would moderately support applying a tax on parking in urban areas, and 26% would somewhat support applying a special fuel tax on all cars in cities.

When asked which government policy would most likely lead to improving environmental conditions in Canada, four in ten (40%) of those polled chose "informing and educating people about the environment", 27% opted for "supporting the development of new technologies to protect the environment", two in ten chose the option of "enforcing existing regulations and fines", while only 12% chose "using a tax system to change the environmental behaviour of people and companies."[3]

1. Angus Reid Survey - Canadians and the Environment 1991: p. 39.
   In the interests of protecting the environment, would you support or oppose the following? Please use a scale of 1 to 7 where a 1 would mean you are "totally opposed" to the proposal and a 7 would mean you are "completely in favour".

2. The Reid Report (November/December 1990): p. 53.
   In the interests of protecting the environment, would you support...?

3. The Reid Report (September 1990): p. 4.
   I am going to read you some suggestions that have been made to reduce the use of private cars in urban areas. For each one, please tell me whether you personally support or oppose the idea. What about ... ? Would you support or oppose that measure to reduce the use of private cars in cities? (Would that be strongly or moderately support/oppose?)

4. *Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 54.*
In your opinion, which of the following government policies is most likely to lead to improving environmental conditions in Canada? Would it be ...

THE FEDERAL "GREEN PLAN"

An Environmental Monitor spring 1990 survey found that Canadians are generally not aware of the federal government's Green Plan for the environment. Public consultations received a lukewarm assessment as having any impact on the environmental action plan.

Six-in-ten (59%) said they had never heard of the Green Plan, introduced by the federal Environment Minister at the end of March 1990, a month prior to this survey.[1] Only four in ten (39%) had heard of this environmental plan.

Regardless of their awareness of the Green Plan, Canadians were asked to offer an opinion on the effect of the public consultation process the federal government announced at the same time. Canadians were generally lukewarm in their assessment of the impact of the public consultations, with only 13% saying this consultation would make a great deal of difference to the environmental action plan.[2] Four in ten (42%) regard the impact of these consultations as making some difference, and a similar proportion did not believe public consultations would make very much difference (24%) or would not make any difference at all (15%).

In September, prior to the release of details pertaining to the Green Plan, the Angus Reid Group sought to measure public awareness of the federal government's environmental blueprint and determine Canadians' general opinion of taking this kind of strategic approach to the environment issue. Among Canadians polled, exactly one-half said they had heard of the Green Plan.[3] Among those aware of the initiative, there was considerable enthusiasm – fully 70% of those aware of the Green Plan approved of the federal government's approach.

In mid December, not long after the details of the Green Plan were officially announced, an Angus Reid Poll asked Canadians to assess the federal government's new environmental strategy. On the whole, the public's initial appraisal was lukewarm – 29% described the Green Plan as "good", 19% as "poor", and the balance of 35% as "only fair".[4]

An Anderson Strategic Research "benchmark" survey conducted in March 1991 also questioned Canadians on the Green Plan. At that point, only a third of those surveyed said they were very (4%) or somewhat (32%) familiar with the Green Plan.[5] Another third said they were "not too familiar" with the Plan, while the remaining third described themselves as not at all familiar.

Those that claimed at least some familiarity with the Green Plan (69% of those surveyed) were then asked to say whether they had a positive, neutral or negative impression of the Plan thus far. Only two thirds (67%) offered something other than a neutral view, underscoring the fact that people may have been made aware of the "brand" but have little ability to comment on the main features.[6] Of those who offered a view, 4% gave it a very positive assessment, 48% had a positive view of the Green Plan, 12% had a negative view and 3% a very negative view.

Again, those that claimed some familiarity with the Green Plan were asked to indicate how committed they felt the government was to implementing it. Seven per cent indicated that the government is very committed to the Green Plan's implementation, 57% thought they were somewhat committed, 28% said they were not too committed and 6% thought the government was not at all committed.[7]

1. Environmental Monitor *(spring 1990): Q. D15.*
   Have you heard of the Green Plan, a framework for discussion on the environment, recently introduced by federal Environment Minister Lucien Bouchard?

2. Environmental Monitor *(spring 1990): Q. D16.*
   As you may know, Environment Minister Bouchard has called for a series of public consultations with Canadians across the country about environmental issues before finalizing the action plan on the environment.

   Do you think the public consultations will make a great deal of difference to the environmental action plan, some difference to the environmental action plan, not very much difference, or will it make no difference at all to the environmental action plan?

3. The Reid Report (November/December 1990): p. 57.
During the past year, the federal government has spent six million dollars developing a national strategy on the environment called the Green Plan. Have you ever heard of the federal Green Plan for the environment?

Based on whatever you have seen, read or heard, do you approve or disapprove of the federal government's approach to developing a national environmental strategy?

4. The Reid Report (November/December 1990): p. 57.
The federal government has just introduced the Green Plan, which outlines their environmental policy approach for the next few years. Based on whatever you've seen or heard about the federal government's environmental Green Plan, would you describe it as ... ?

5. Anderson Strategic Research Omnibus Benchmark Survey (March 1991): Q. 36.
In December the federal government launched a program known as the Green Plan, which is designed to include many specific actions dealing with the environment. Would you say you are very familiar, somewhat familiar, not too familiar, or not at all familiar with the Green Plan?

6. Anderson Strategic Research Omnibus Benchmark Survey (March 1991): Q. 37.
Would you say that you have a very positive, positive, neutral, negative or very negative impression of the Green Plan?

7. Anderson Strategic Research Omnibus Benchmark Survey (March 1991): Q. 38.
In your view, is the federal government very committed, somewhat committed, not too committed or not at all committed to implementing the Green Plan?

PSYCHOGRAPHIC SEGMENTATION

ENVIRONMENTAL MONITOR

To address their interest in going beyond interpretations that are based on demographic characteristics, the Environmental Monitor completed a psychographic segmentation analysis to provide a means of understanding Canadians' orientation toward the environment. The analysis identified five distinct groups in Canadian society based on their degree of environmental awareness and understanding of environmental issues and the intensity of their attitudes and behaviour regarding the environment.

Passionate Environmentalists

Passionate Environmentalists make up 21% of the Canadian population. They are very emotionally involved in the environment, seeing it as a planetary survival issue. Their radical attitudes on these topics are matched by their actions. They are convinced that major changes in the way we live will be required of everyone in order to meet our environmental challenges. They also believe their own health has already been harmed by pollution, and are extremely critical of both industry and government inaction.

Demographically, passionate environmentalists are widely distributed across all age and income groups, but are found more often among women, those with a university education, and people who make frequent use of parks and wilderness areas.

Moderate Environmentalists

Moderate Environmentalists comprise 25% of the Canadian population. They can often be described as a "somewhat" version of the passionate environmentalists. Less expressive, and more intellectually than emotionally concerned with the issues, moderate environmentalists tend to make only intermittent attempts to match their significant environmental concerns with action.

Their planetary and health concerns are balanced by their self-interest in their material comforts and lifestyle. Nevertheless, they are a key segment of the "green" consumer market, given that a third of them have household incomes over $50,000 and that many are women living in larger urban centres.

The factor that most separates the two environmentalist segments from the remaining three segments is that they believe pollution has already affected their health. The other groups do not feel as personally threatened.

Concerned Observers

Fourteen per cent of the Canadian population can be described as Concerned Observers. These people are almost as worried about the environment as the environmentalists, but are much less willing to become involved, either through changing their purchase decisions or paying more in taxes.

They tend to be older Canadians, especially over 65, and are more likely to be men earning lower incomes. More traditional in their attitudes, they tend to attribute pollution to industry rather than to individuals and to believe there is little the individual can do about the environment. These views keep them on the sidelines, looking on (but with concern and support for government initiatives).

Unconcerned Rationalists

Unconcerned Rationalists, who make up 24% of the Canadian population, express only mild concern about environmental problems, have only sampled "green" products and express little willingness to pay higher taxes for the environment. Very rational people, sceptical of emotional arguments, they respond to facts. Widely dispersed throughout society, they are somewhat more likely to be found in the youngest age group.

Anti-Environmentalists

Sixteen per cent of Canadians are Anti-Environmentalists. As their label implies, anti-environmentalists are not only unconcerned about the environment, but are almost antagonistic to many environmental messages. Found more often than average among men, those over 55 years of age, and those with lower incomes, these people are staunch defenders of the status quo.[1]

1. *Source throughout this section:* Environmental Monitor *(1990-4). (*no question available)*

ANGUS REID

In 1989, in order to develop a comprehensive understanding of the Canadian public's views and attitudes with respect to environmental issues, Angus Reid studied attitudinal segmentation. This analysis identified seven distinct groups in Canadian society based on people's attitudes towards the environment, their behaviour from an environmental standpoint and their basic social and political values. As the Canadian environmental discourse has matured from the emerging issue that it was two years ago to its state of being an entrenched component of the Canadian psyche, a revised psychographic paradigm was utilized in 1991 to capture the issue's evident "mainstreaming". Canadians and the Environment 1991 identified six attitudinal segments, covering the broad range of opinion which defines the current environmental consciousness in Canada.

Activists

This segment currently represents 16% of Canada's population. Confident and civic-minded, these individuals are well positioned to lead the charge on the environment issue and draw much of their strength from their personal sense of empowerment to effect change. Activists tend to be younger and are highly educated, with many of these individuals earning very comfortable incomes. A disproportionate number of Activists reside in British Columbia and many are supporters of the New Democrat Party. These people do not believe current environmental problems are exaggerated and are willing to take many steps in their personal lives toward rectifying the situation. Activists are strong supporters of environmental protection initiatives.

Environmental Enthusiasts

Representing 17% of the Canadian public, Environmental Enthusiasts' exemplary behaviour and positive outlook are a cheerful inspiration. Females are over-represented within this segment and many Enthusiasts are middle-aged and well educated. While these individuals may be described as small "c" conservatives, many are currently supporters of the Liberal Party. Enthusiasts possess a strong sense of personal empowerment and are most inclined to lead by example. They are solid advocates of legislative initiatives and policies designed to protect the environment.

The Anxious

Fifteen per cent of the Canadian population are decidedly "anxious" where the environment is at issue. Aptly named, these individuals are profoundly worried that a global environmental crisis is imminent. Importantly, the Anxious are more than willing to take measures to tidy up their own small corners of the world. Individuals in this group are the youngest of all segments and are somewhat over-represented in the province of Quebec. Members of this group are most critical of the performance of the government and of all political parties on the environment; the Anxious are most likely to support the New Democrat Party or, in Quebec, the Bloc Quebecois. They are very strong advocates of introducing legislation and regulations to safeguard the environment. The low sense of empowerment possessed by these individuals excludes them from playing a vanguard role, despite their genuine concern and commendable personal behaviour.

Apathetic Mainstreamers

This, the largest of all the psychographic groups, currently includes 22% of the Canadian population. While they do not distinguish themselves markedly from the larger public as a whole, Apathetic Mainstreamers consider themselves "realists" in the sense that they would argue that economic concerns should take precedence over environmental protection. Mainstreamers are less educated, less affluent and older than those from other segments and many in this group are women. Many mainstreamers are Liberal supporters. Apathetic Mainstreamers are not strong supporters of environmental legislation. Aside from its formidable size, this segment is not likely to have a critical impact on the battle over the environment because of members' low sense of personal empowerment and their tendency toward conformity and acquiescence.

Privileged Bystanders

At 18% of the Canadian population, Privileged Bystanders are noted for both their personal affluence and their disinterest in environmental issues. Members of this group are among the wealthiest of all Canadians. Many are from the province of British Columbia and almost two-thirds of Bystanders are men. Privileged Bystanders are also strong supporters of the Progressive Conservatives. As implied by their name, members of this group are comfortable and detached from the issue of the environment and, indeed, many are willing to report the view that current concern over the environment is "overblown". Self-assured and positive in their personal outlook, these individuals are not inclined to support policy and legislation aimed at environmental protection.

The Hostile

This small but extreme segment consists of 12% of the Canadian public. The Hostile, as implied by their designation, are easily identified by their unmistakable cynicism and near total disregard for the environment. The Hostile tend to be older Canadians who are also among the poorest and least educated in the country. Many in this group intend to support the Progressive Conservatives in the next federal election. Members of this segment are remarkably undisturbed by much of the general public's concern surrounding the state of the environment. Prominently displaying their true colours as friends of industry, the Hostile are consistent in their affirmation of the pre-eminence of the economy over the environment. Many refuse to support policy measures designed to redress environmental hazards.

1. *Source throughout this section: Angus Reid Survey - Canadians and the Environment 1991.*
   Here are some general descriptions of how different people approach life. Each statement describes an approach to life. Please tell me how you feel about each statement on a scale of 1 to 7 where '1' means you 'disagree totally' and '7' means you 'agree completely'.

RESOURCE ISSUES

New public opinion data on resource issues finds that Canadians are most concerned about water or air pollution from the mining industry, and not the depletion of non-renewable natural resources or the impact on land where mining is done. Canadians also show concern over several resource activities.

NATURAL RESOURCE ISSUES

When Canadians are asked which issue concerns them most about the mining industry, two-thirds say either the water (36%) or air (29%) pollution emanating from mines and smelters.[1] Canadians are much less likely to say they are most concerned about how mining leads to the depletion of non-renewable natural resources (16%) or the impact on the land where the mining is occurring (13%).

Further, three-quarters (77%) of respondents feel that we should forbid oil drilling in parts of the ocean that is very important for fish and marine mammals.[2]

Findings from a 1991 year end Angus Reid poll indicate however that Canadians are concerned about many resource activities. Nearly three-quarters (73%) of respondents stated that they are "extremely" (28%) or "very" concerned (45%) about the environmental ramifications of the clear-cutting of forests.[3]

Other resource activities of which Canadians indicate they are at least "very" concerned about their environmental impact include the shipping of oil alongside Canadian shorelines (64%), over-fishing (54%) and hydroelectric dam construction (35%).

1. *Environmental Monitor (1991-1): Q. 13.*
   In your opinion, which one of the following issues most concerns you about the mining industry in Canada?

2. *CROP/Synergistic survey - The Segmentation of Canadians towards Environment (December 1990): Q. 121.*
   Suppose major finds of oil are discovered in a part of the ocean that is very important for fish and marine mammals. Do you think the government should ... forbid oil drilling in this area or allow drilling although there is a certain risk of endangering marine life.

3. Angus Reid survey - Canadians and the Environment 1991: p. 57.
I'm going to list some industrial and resource activities that may or may not pose a threat to the Canadian environment. For each one, please tell me if you are extremely concerned, very concerned, somewhat concerned or not concerned about the activity's environmental impact.

RESOURCE EXPORTS

In 1988, public support for resource exports was lower than in the previous year. Oil exports were favoured by 28%, fresh water exports by 18%, coal exports by 44% and natural gas exports by 36%.[1] Focus Canada interpreted that the declining support was related to mounting public concern over environmental issues.

1. Focus Canada (88-4): Q. 69.
Do you think Canada should sell more or less of each of the following to other countries?

WILDERNESS AND WILDLIFE ISSUES

Canadians care a great deal about the wildlife population in this country. Over three-quarters (77%) of those surveyed feel it is important that the present abundance of wildlife is maintained.[1]

Similarly, on the issue of preserving those types of wildlife which are declining in number or are endangered, the majority of Canadians express a high degree of concern. Very nearly eight in ten Canadians surveyed (79%) said it is very important to them that endangered types of wildlife are preserved.[2]

Furthermore, about four in ten Canadians (37%) express great interest in contributing to a wildlife related organization, while almost half (47%) expressed some interest.[3]

1. Angus Reid Survey - Attitudes Towards Canadian Wildlife and Interest in Participating in Wildlife Related Activities (August 1990): Q. 1.
Presently, most types of wildlife are abundant in Canada. How important is it to you that this abundance is maintained?

2. *Angus Reid Survey - Attitudes Towards Canadian Wildlife and Interest in Participating in Wildlife Related Activities (August 1990):*
Q. 2.
Presently in Canada, some types of wildlife are declining in number or are endangered. How important is it to you that these types of wildlife be preserved?

3. *Angus Reid Survey - Attitudes Towards Canadian Wildlife and Interest in Participating in Wildlife Related Activities (August 1990):*
Q. 3.
I'm going to read you a short list of activities, and for each one I'd like to know how interested you personally would be in participating. What about contributing to a wildlife related organization which maintains abundant wildlife of protects endangered wildlife? Would you say you have a great interest, some interest, or no interest in participating in that activity?

RESPONSIBILITY

The proportion of Canadians who regard environmental protection as primarily the responsibility of individual Canadians has increased dramatically. Many now feel there is much the individual can do about the environment. Further, Canadians favour increased government spending on the environment as well as stricter laws with stiffer penalties for polluters.

FEDERAL GOVERNMENT

In terms of responsibility for protecting the environment, 24% of Canadians (down four points since June 1990) believe that the primary responsibility lies with the federal government.[1]

As was the case in the fall of 1989, nine in ten Canadians agree either strongly (49%) or somewhat (40%) that they sometimes get upset at the lack of action being taken on the environment.[2]

An overwhelming majority of Canadians believe the federal government should be directing more resources to environmental protection. Fully 84% of those surveyed said the federal government should increase its expenditures on the environment.[3]

When Canadians are asked specifically what the federal government should be doing to protect the environment, over a third say the federal government should pass more and stricter laws with stiffer penalties for polluters (19%), use laws to go after polluters (12%) or enforce existing laws and regulations (7%).[4] Another 11% volunteer that the government should spend more money on the problem, 10% suggest the federal government should do more to encourage greater public awareness about environmental problems and 9% say simply that the government should "do more".

Other specific ideas include: finding a better solution to toxic waste (8%), encouraging recycling (5%), doing more research (5%), stopping acid rain (4%), listening to and working with environmental groups and scientists (3%), encouraging co-operation with industry through tax breaks (2%) and banning CFCs in order to protect the ozone layer (1%). Twenty per cent of Canadians offer a variety of other recommendations and 15% express no opinion.

1. Decima Quarterly Report (summer 1991): p. 44.
   Who do you think has the primary responsibility for protecting the environment...?

2. Environmental Monitor (fall 1990): Q. 24tc.
At times you get upset when you think about the lack of action being taken to protect the environment ... strongly agree, somewhat agree, somewhat disagree, strongly disagree?

3. Angus Reid Poll - Canadians and the Environment 1990: p. 14.
Do you think the federal government should increase, decrease or hold constant its expenditures in the following areas?

4. Environmental Monitor (1990-4): Q. 6.
What in your opinion should the federal government be doing to improve its efforts in protecting the environment?

OTHER GROUPS

Canadians have come increasingly to believe that they, as individuals, must address environmental problems. Nearly half the population (47%, up 14 points since June 1990) now claim that individuals do have primary responsibility for environmental protection.[1] Relatively few Canadians see the primary responsibility as lying with private industry (13%, down 1 point) or provincial governments (13%, down seven points).

Canadians' sense of personal efficacy of the environment has increased steadily over the last four years. The finding that environmental protection is seen increasingly as an individual responsibility is corroborated by the finding that 49% of Canadians (up ten points in the last year) "strongly disagree" that here is little the individual can do about environmental pollution because it is such a big problem; another 24% "somewhat disagree".[2] There has been a decrease of seven points since last year in the proportion of Canadians who "strongly agree" (15%) or "somewhat agree" (17%) that there is little the individual can do about pollution. Feelings of helplessness appear to have subsided.

Three in ten Canadians believe that the major focus of attention and resources for environmental protection should be at the local level (32%).[3] A similar proportion say the focus should be at the international level (30%), while just one in ten opt for the provincial level (11%).

A majority of Canadians (55%) feel that private industry only has a responsibility to meet all government pollution regulations and standards.[4] But, a significant minority (43%) believe that private industry should exceed all government regulations and standards.

There is also growing support among Canadians for harsh punishments for those company executives responsible for polluting the environment at unsafe levels. Sixty-one per cent (down two points since Fall 1987) feel these people should be fined; 16% (down three points) say they should be jailed and another 17% (up seven points) feel that the executives should be both fined and jailed.[5] Only 5% (unchanged) believe that corporate executives should not be held personally responsible.

1. Decima Quarterly Report (summer 1991): p. 44.
   Who do you think has the primary responsibility for protecting the environment...?

2. Environmental Monitor (1990-4): Q. 24td.
   Environmental pollution is such a big problem that there is very little the individual can do about it ... strongly agree, somewhat agree, somewhat disagree, strongly disagree?

3. The Environmental Monitor (fall 1990): Q. 2.
   In order to make significant progress towards protecting the environment, at which level do you think the most attention and resources will need to be focused? At the local, provincial, national or international level?

4. Environmental Monitor (1990-4): Q. 10.
   There has been a lot of discussion recently about private industry's responsibility in reducing air and water pollution from its manufacturing practices. In your view should private industry exceed all government pollution regulations and standards or meet all government pollution regulations and standards?

5. Environmental Monitor (1990-4): Q. 16t.
   If a company repeatedly pollutes the environment at unsafe levels, do you think that the company executives should be fined, jailed, or not be held personally responsible?

STATE OF THE ENVIRONMENT

Recent polls show conflicting findings on the environment as a "top-of-mind" issue, as well as about the quality of the environment. Though Canadians do not view the state of the environment as particularly poor at the moment, they clearly believe the environment is getting worse. In contrast with this however, Canadians display an increased optimism in our ability to solve environmental problems.

ASSESSMENTS OF THE ENVIRONMENT

When Canadians were asked to assess the current state of the environment in Canada, three-quarters (73%) of those polled believed the environment to be in at least good condition.[1] Twenty-one per cent thought the environment to be in poor condition, and 5% in very poor condition.

However, regardless of current perceptions of the environment, a clear majority (64%) believe the condition of environment in Canada is getting worse; 20% responded that the condition of the environment is staying the same, and 16% felt it is getting better.[2]

A summer 1991 Focus Canada poll found that concern over the environment was increasing, with 9% of Canadians (up two points since spring 1991) naming it as the most important problem facing Canada.[3]

In a June 1991 Decima poll, the number of Canadians citing the environment as the top-of-mind issue remained at 4% (down 6 points since March 1989, but consistent with findings in a March 1991 poll).[4] This is the lowest level of top-of-mind concern about the environment recorded by Decima Quarterly since March 1988.

However, an October 1991 Angus Reid poll found that the environment was declining in terms of top-of-mind concern. The environment was specified by one in ten (9%) survey respondents as the one which Canada should be expending its greatest energies, half the number (17%) who named this issue in a National Angus Reid Poll conducted in July.[5]

An excellent measure of an issue's importance to people is how often, if at all, the issue is a topic of conversation in the nation's kitchens and coffee shops. On this key dimension, the environment again emerges as an important issue for Canadians today. Fully four-in-ten of those surveyed in the summer of 1990 said they discussed environmental issues with family or friends a half dozen or more times in the month prior to the interview.[6] This represents a significant increase over the already substantial 30% recorded in the 1989 Angus Reid benchmark survey.

Public concern about the quality of the environment also remained high and intense in the spring of 1991. Half the population (51%) continued to report that they were very concerned about the quality of the environment in their area (down 2 points since March 1991), while nine in ten (87%) were at least somewhat concerned.[7]

However, Decima Quarterly has found that each June, for four of the past five years, there has been a softening in the intensity of concern for the quality of the environment. June 1991 continued this cyclical trend, with only 39% reporting that they were very concerned.[8]

1. Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 2.
   How would you assess the current state of the environment in Canada? Would you say that it is in very good condition, good condition, fair condition, poor condition, or very poor condition.

2. Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 3.
   And do you think the condition of the environment in Canada is ... ?

3. Focus Canada (1991-3): Q. 1.
   In your opinion, what is the most important problem facing Canadians today?

4. Decima Quarterly Report (summer 1991): p. 6.
   What is the most important problem facing Canada today — in other words, the one that concerns you personally the most.

5. The Reid Report (October 1991): p. 8.
   Thinking of the issues presently confronting Canada, I'd like to know which one you feel requires the greatest attention from the country's leaders? What other issues do you think are important for Canada right now?

6. Angus Reid survey - Canadians and the Environment 1990: p. 16.
In the past month, how often have you discussed environmental issues with your family or friends?

7. Decima Quarterly Report (spring 1991): p. 34.
How concerned are you about the quality of the environment in your area...?

8. Decima Quarterly Report (summer 1991): p. 42.
How concerned are you about the quality of the environment in your area...?

PRIORITY ISSUES

At the global level, water pollution remains at the very top of the public's list of concerns – fully one in three (34%, up one point since 1990) Canadians surveyed in a summer 1991 Angus Reid poll cited this problem as the most critical environmental threat currently facing the world.[1] Other issues which placed high on the list of Canadians' global environmental priorities include air pollution (25%, unchanged), depletion of the ozone layer (20%, unchanged), problems associated with landfill and solid waste (12%, down 1 point), oil spill (12%, up 9 points) and industrial pollution (11%, up 4 points).

At the level of their own community, Canadians again point to water pollution as the most serious environmental threat – better than one in three (36%, down 2 points since 1990) of those surveyed cited water quality as the biggest environmental problem facing their community today.[2] Solid waste or garbage occupies the number two spot on Canadians' list of community environmental concerns with 27% (down 4 points) citing it as such. Other threats facing their community cited by Canadians include air pollution (22%, unchanged), industrial pollution (12%, up 4 points) and automobile exhaust (8%, up one point).

1. Angus Reid survey - Canadians and the Environment 1991: p. 16.
What are the two most serious environmental problems facing the world, but not necessarily your community, today?

2. Angus Reid survey - Canadians and the Environment 1991: p. 17.
And what, if any, are the two most serious environmental problems facing your community today?

ENVIRONMENTAL SOLUTIONS

Nearly three-quarters of Canadians (72%, up 8 points since fall 1989) report that they are at least "somewhat more optimistic" about our ability to solve our environmental problems.[1] The largest shift in opinion is in the number who report being "much more optimistic" (from 9% to 15%).

Individual involvement and action underlie public optimism on environmental issues. Of the 72% of respondents who claim greater optimism about our ability to solve our environmental problems, nearly three-quarters (72%) say it is because they are convinced that "ordinary people are trying harder to find solutions to our environmental problems."

When asked whether they were generally optimistic or pessimistic about our ability to solve specific environmental problems, Canadians were most optimist about resolving the issue of the quality of local drinking water (78%).[2] High degrees of optimism were also registered for our ability to resolve the issue of the quality of air in which we live (73%), and to resolve the issue of the quality of recreational waters. Though resolving the problems of loss of wilderness areas and of ocean pollution fared lowest on the list, majorities of Canadians (56% and 53% respectively) were optimistic that these problems will be solved in the future.

A large majority of Canadians agree strongly (60%) and another 36% agree somewhat that, by solving our environmental problems, we can improve the quality of our society in other ways as well.[3]

1. Decima Quarterly Report *(fall 1990): p. 47.*
   (no question available)*

2. Decima Survey - Canadians and the Environment: Attitudes and Choices *(December 1990): p. 12.*
   Would you say you are generally optimistic or pessimistic about society's ability to solve this problem in the future?

3. Environmental Monitor *(1990-4): Q. 24j.*
   The process of solving our environmental problems will actually build a better society in Canada in other ways as well ... strongly agree, somewhat agree, somewhat disagree or strongly disagree?

FUTURE OUTLOOK

Canadians are becoming increasingly more optimistic about the outlook for this country's environment – a substantial proportion now expect Canada's environment will have improved by the year 2000. When the Angus Reid Group surveyed Canadians in July and August 1991 for their 1991 environment study, almost one half (45%, up 5 points since 1990) expected that the overall state of the environment would be better in the year 2000, while one in three (33%, down 3 points) predicted further deterioration.[1] One in five (20%, down 2 points) said they anticipate no change.

Expectations are even slightly more optimistic when Canadians think about the prospects for the environment in their own community. Forty-four per cent of those polled said their local environment would likely improve over the course of the next ten years, compared to only one in four (25%) who expected the health of their community environment to deteriorate.[2] Almost one in three (29%) said they foresee no change.

Generally speaking, however, Canadians do not have blind faith that technology will save the planet, although one in five (18%, down 3 points) did agree with the statement that science and technology will be able to solve most environmental damage in the future.[3]

When asked whether or not they are feeling more hopeful about the environment, the majority of Canadians (70%) responded that they are starting to feel more hopeful about the environment, while three-in-ten (29%) said they are not feeling any more hopeful.[4]

To determine why those people who do feel a sense of optimism have that sense, Decima asked them which one of the following things was making them feel more hopeful about the environment. Most Canadians (72%) responded that they are more hopeful because they are convinced that ordinary citizens are trying harder to find solutions.[5] Only 13% selected the option that governments are trying harder to find solutions, and a similar number (13%) selected that businesses are trying harder to find solutions.

When asked how long it would take to clean up the environment to a satisfactory level, a clear majority of Canadians (76%) responded that it would be an ongoing process that would never end.[6] Only 3% of those polled said that the environment could be cleaned up in less that 5 years.

Angus Reid survey - Canadians and the Environment 1991: p. 19.

1. Ten years from now, let's say in the year 2000, do you think the overall state of the environment in Canada will be better than it is now, the same, or worse than it is now?

2. Angus Reid survey - Canadians and the Environment 1991: p. 21.
And thinking about the state of the environment right in your own community, do you think 10 years from now, in the year 2000, it will be better than it is now, the same, or worse than it is now?

3. Angus Reid survey - Canadians and the Environment 1991: p. 67.
I am going to read you a number of statements people have made concerning the environment and I would like you to tell me how you feel about each statement on a scale of 1 to 7 where a 1 means you agree totally and 7 means you agree completely.

4. Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 90.
I'd like to read you a list of different options and for each pair of opinions, please tell me which one is closer to your own. How about ...

5. Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): Q. 91.
Which one of the following things is helping you feel more hopeful?

6. Decima Survey - Canadians and the Environment: Attitudes and Choices (December 1990): p. 13.
Assuming that governments, industry and consumers co-operate, how long will it take to clean up the environment to a satisfactory level?

WASTE MANAGEMENT

Canadians display a wide array of concerns over waste management issues. However, there is also a good awareness of ways in which to help solve waste management problems. Canadians concern and knowledge is being translated into action on their part to help solve problems.

STORAGE AND DISPOSAL

Canadians exhibit considerably more concern about garbage or solid waste than they did a year ago. The proportion of Canadians who believe that this problem is the first or second most critical environmental threat facing their community has doubled since 1989 (from 15% to 31%).[1]

Canadians tend to be somewhat critical of how their municipality is currently managing solid waste. Six in ten (56%) say their municipality is doing only a "fair" (38%) or "poor" (18%) job managing the disposal of solid waste from households and businesses in their community.[2]

At the same time, there is a good general awareness of ways to decrease the dimensions of the solid waste problem. Two-thirds of Canadians (64%, up two points since spring 1990) report that they have definitely heard about "the three Rs" of waste management: reduction, re-using and recycling.[3]

On average, Canadians feel that if their municipality embarked on an ambitious program to implement "the three Rs", the amount of garbage requiring disposal in their community would be reduced by 42.8%.[4]

A clear consensus does not exist among Canadians on the question of garbage pick-up and disposal financing. There is an almost even division of opinion as to whether the cost should be "covered by general property taxes" (43% of surveyed Canadians opted for this financial source) or whether households should be "charged based on the amount of garbage they produce" (37%).[5] Assessing a flat monthly fee was preferred by only 15% of survey respondents.

Despite recent controversies, notably in Ontario, regarding whether or not to transport garbage to remote locations, there is a clear consensus among Canadians (65%) that municipalities should only be allowed to dispose of their garbage within or close to their own boundaries.[6] Only three in ten Canadians (29%) feel that municipalities should be able to transport their garbage to any place willing to accept it.

Although there have been declines in concern, large majorities of Canadians continue to be very concerned about storage and disposal of high level radioactive (73%, down seven points since spring 1990) and hazardous waste (69%, down six points).[7] Fewer than half of Canadians continue to be very concerned about storage and disposal of low level radioactive waste (48%, down one point); or the municipal garbage generated by households and businesses (44%, down 5 points).

By a four to one margin, Canadians believe it is safer for people's health and the environment to burn municipal waste in incinerators (61%, up two points since spring 1990) than to bury it in landfills (15%, down three points). Eight per cent of Canadians believe that both methods are equally unsafe, 7% say that it depends and 7% express no opinion.[8]

Some incinerators are designed to harness the energy produced in burning garbage. Respondents were asked if this energy-from-waste (EFW) feature would affect people's view of the incineration option. Seven in ten Canadians (72%) report that an EFW system would make the incineration option more desirable to them.[9] Five per cent say it would make it less desirable and 18% say it would make no difference.

1. The Reid Report (November/December 1990): p. 47.
   What, if any, are the two most serious environmental problems facing your community today?

2. Environmental Monitor (spring 1990): Q. 6.
   How would you rate the job your municipality is currently doing to manage the disposal of solid waste from households and businesses in your community? Are they doing an excellent, good, fair or poor job?

3. Environmental Monitor (1991-2): Q. 15T.
   Some people have suggested that the garbage problem would be made more manageable if people practised the three Rs – reduce, re-use and recycle. Have you heard of these three terms used together in this way before?

4. Environmental Monitor (1991-2): Q. 16.
   If your municipality embarked on an ambitious program to implement the three Rs, by what percentage would the amount of garbage needing disposal in your community be reduced?

5. *The Reid Report (September 1990): p. 8.*
How do you think household garbage pick-up and disposal should be paid for? Should the cost be covered by general property taxes; should a flat monthly fee be charged; or, should households be charged based on the amount of garbage they produce?

6. *Environmental Monitor (1991-2): Q. 28.*
There has been some controversy recently over where municipalities should dispose of their garbage. Some people say municipalities should be able to transport their garbage to any place willing to accept it regardless of how far away. Other people say that municipalities should only be allowed to dispose of their garbage within or close to their own boundaries. Which of these two points of view most closely matches your own?

7. *Environmental Monitor (1991-2): Q. 11T.*
How concerned are you about the way in which each of the following types of waste are currently stored and disposed of? Are you very concerned, somewhat concerned, not very concerned, or not at all concerned about the storage and disposal of ... ?

8. *Environmental Monitor (1991-2): Q. 19T.*
Most of the municipal garbage generated by households and businesses is currently disposed of by burying it in landfills designed to keep the waste from leaking into the environment. One alternative is to burn this garbage in specially designed incinerators. Which of these two methods of disposing municipal waste – burying it in landfills or burning it in incinerators – do you feel is safer for people's health and the environment?

9. *Environmental Monitor (spring 1990): Q. 5b.*
One type of incinerator produces energy as it burns municipal garbage. Would this type of energy-from-waste unit make the incinerator option more desirable to you, less desirable or would it make no difference to you?

RECYCLING

Significant numbers of Canadians report participation in curbside recycling programs. Two in three (68%, up 12 points since 1989) responding to a 1991 national Angus Reid survey said they participated in a curbside recycling program this past year; an additional 16% said they expect they will enter such a program in the coming year.[1]

Further, there is strong public support for laws making household recycling mandatory; eight in ten Canadians strongly (52%, down seven points since spring 1989) or somewhat (28%, up four points) favour this. Fewer than two in ten would be somewhat (10%) or strongly (7%) opposed to such a law.[2]

However, public perceptions are variable regarding the efficacy of curbside recycling programs. One in three (34%) Canadians hold the perception that less than 30% of all recyclables set aside for reprocessing actually complete the recycling process. An additional 16% guessed between 30 and 49% of all picked-up recyclables are actually recycled.[3] Four in ten Canadians offer a more optimistic estimation that more than 50% of recyclables picked up from households are actually recycled.

When Canadians are asked how they think recycling should be paid for, two in five (39%) believe that the costs associated with recycling should be recovered through the employment of a deposit system which is applicable to all recyclable products and containers.[4] An equivalent number (37%) expressed the view that recycling costs should be embodied in the final cost of items designated for recycling. Only one in ten (11%) respondents felt that these costs should be incurred independently by those who wish to partake in recycling, and 10% pointed to the tax system as the appropriate vehicle for covering these costs.

1. Angus Reid survey - *Canadians and the environment 1991*: p. 25.
In the past year have you...? (If Not): Do you think you will do this in the next year?

2. *Environmental Monitor (1991-2)*: Q. 18T.
For recycling programs to be effective, it is important to have as many households as possible participate. As a means of increasing participation, would you strongly favour, somewhat favour, somewhat oppose, or strongly oppose passing a law making it mandatory for all households in your community to participate in such a program?

3. Angus Reid survey - *Canadians and the environment 1991*: p. 29.
Many Canadian cities now have curbside recycling programs that pick up such things as glass bottles, cans and newspapers. If you had to guess, what per cent of all the recyclables that are picked up from Canadian households today do you think are actually recycled?

4. *Angus Reid survey - Canadians and the environment 1991; p. 30. Recycling costs money. In which of the following ways do you think the cost of recycling should be covered?*

PACKAGING

Currently, fewer than half of Canadians (46%, down 10 points since spring 1990) consider packaging a very serious waste management problem in Canada. However, an almost equal proportion (45%, up 10 points) consider it to be somewhat serious.[1]

The Canadian public remains divided on the question of who should be primarily responsible for addressing the problem of packaging waste reduction. One quarter of Canadians (25%, up one point since spring 1989) feel it is the responsibility of the companies that manufacture the actual packaging to address the problem of waste reduction.[2] Another quarter (24%, down 2 points) see this as the responsibility of government. Just under a quarter (22%, up two points) assign this responsibility to consumers and a smaller proportion (15%, down three points) name the companies that sell the packaged products.

Canadians indicate that environmentally friendly packaging is important to them when choosing a consumer product – 43 said it is a very important factor in their choice of a product; a similar number (40%) stated it is somewhat important.[3] In comparison, environmentally-friendly packaging does not influence the purchase decision of only two in ten (17%) consumers in this country.

There has been a significant shift since 1990 in terms of which sources of packaging are seen to pose the greatest waste management problems. A shrinking plurality of Canadians continue to regard fast food packaging as posing the greatest problem (35%, down 11 points since spring 1990).[4] Increasingly, Canadians now point to food packaging from grocery and convenience stores (33%, up nine points). Smaller proportions name non-food packaging (15%, up two points) or beverage containers (9%, up one point).

Presently, a plurality of Canadians (40%, down one point since spring 1990) think government and industry efforts to address the packaging problem should be focused on the use of material that can be re-used or recycled.[5] One in four (24%, down five points) favour the use of biodegradable packaging. An increasing number of Canadians (23%, up five points) now think that the best solution is to reduce the total amount of packaging to a minimum. Very few (5%, up one point) say that the answer lies in reducing the variety of shapes and sizes of packaging.

To an even greater extent than in 1990, Canadians concern over the environment and over waste in particular, is being translated into personal action. Canadians are most likely to report regularly purchasing beverages, such as soft drinks and beer, in returnable bottles (63%, up one point since spring 1990).[6] Canadians today are also more likely to consciously avoid buying products with wasteful packaging (50%, up three points).

There have been large increases in the extent to which Canadians are participating in an organized waste recycling program in their community (45%, up nine points), actively searching for products or packaging made from recycled materials (44%, up nine points), and separating food and garden wastes for composting (33%, up five points).

1. Environmental Monitor (1991-2): Q. 31T.
   Would you say that the amount of packaging material used is a very serious, somewhat serious, not very serious or not at all serious waste management problem in Canada today?

2. Environmental Monitor (1991-2): Q. 34.
   Who do you hold primarily responsible for reducing the amount of packaging waste requiring disposal?

3. The Reid Report (March 1991): p. 19.
   How important for you is a product's 'environmentally friendly' packaging in terms of influencing your choice of a consumer product? Is 'environmentally friendly' packaging a very important factor in your choice of a consumer product, is it somewhat important, or is it not something you really think about?

4. Environmental Monitor (1991-2): Q. 32T.
   Which one of the following sources of packaging do you think poses the greatest waste management problem?

5. *Environmental Monitor (1991-2): Q. 35T.*
Which of the following factors do you think should most guide government and industry efforts to change the amount and type of packaging used on products?

6. *Environmental Monitor (1991-2): Q. 30T*
Because of environmental concerns, have you or someone in your household done any of the following in the past few months? Have you ...
   a. *Participated in an organized waste recycling program in your community (e.g., Blue Box)?*
   b. *Consciously purchased beverages such as soft drinks and beer in returnable glass bottles?*
   c. *Consciously avoided buying products with wasteful packaging?*
   d. *Actively searched for products or packaging made from recycled materials?*
   e. *Separated out food and garden wastes from your garbage for composting?*

HAZARDOUS WASTE

The Canadian public is divided on the question of whether the technology currently exists to safely dispose of hazardous waste, but there has been a significant change over the last three years. One-half (48%, up 11 points since spring 1988) now believe that this technology exists; a significant minority (38%, down nine points) disagree.[1]

Many small treatment facilities for disposal of hazardous waste are preferred to a few large ones. Six-in-ten (56%) Canadians polled think that the construction of many small treatment facilities, each handling small volumes of waste, is a better way of ensuring the safe disposal of hazardous waste.[2] One-third (35%) say it would be better to build a few large treatment facilities, each capable of handling large volumes of waste.

Canadians not only view incineration as the safest method to dispose of municipal waste, they also think it is the safest option for disposing of hazardous waste. Asked to choose between the three options currently available for disposing of hazardous waste, Canadians appear more certain than a year ago that incineration (59%, up seven points since spring 1989) is a safer method of disposing of hazardous waste than either above-ground storage (16%, down one point) or landfills (10%, down five points).[3]

1. Environmental Monitor (1991-2): Q. 39T.
Does technology currently exist to safely dispose of hazardous waste, or do you believe that such technology does not yet exist?

2. Environmental Monitor (spring 1990): Q. 32.
In your view, which is the better way for Canada to ensure the safe disposal of our hazardous waste: to build a few large treatment facilities, each capable of handling large volumes of waste, or build many smaller treatment facilities, each handling smaller volumes of waste?

3. Environmental Monitor (spring 1990): Q. 33.
Hazardous waste is currently disposed of by one of three methods: burying it in landfills specially built for this purpose, storing it above-ground in reinforced bunkers, or burning it in specially-designed incinerators.

Which of these three methods — landfills, above-ground storage or incineration — do you think is the safest in terms of protecting people's health and the environment?

WATER

Canadians are most concerned about the safety of the water they drink and the water quality in nearby bodies of water. Although they believe that their community's water and sewage system is in adequate condition, they still demonstrate much concern regarding it.

WATER CONCERNS

When Canadians are asked about their concerns regarding water, over one third (37%, down one point) reply that they are most concerned about the safety of the water they drink and another third (35%, up three points) are most concerned about water quality in nearby lakes, rivers and coastal waters.[1] An additional 13% (down three points) are most concerned about the underground water quality and 6% (unchanged) are most concerned about water shortages.

1. *Environmental Monitor (1990-4): Q. 32t.*
   Thinking about water in your area, which of the following concerns you the most? Would it be potential shortages of water, water quality in nearby lakes, rivers and coastal waters, the quality of underground water supplies, or the safety of the water you drink?

QUALITY

Canadians tend to believe that their community's water and sewage system is in adequate to good condition. A favourable assessment was provided by four in ten individuals surveyed – 9% described the condition as "excellent" and 31% labelled it as "good" – with an additional 35% saying the condition of their community's water and sewage system is "adequate".[1]

Local taxes, rather than provincial or federal monies, is the most preferred source of primary financing for maintaining sewage and water systems at an acceptable level of quality. Forty per cent of the Canadians surveyed prefer the money to come from local taxes, 22% felt the money should come out of provincial taxes, and 9% pointed to the federal tax base.[2] Significantly, one in four (27%) of those polled volunteered that funds for water and sewage maintenance should come from a combination of taxes at the three government levels.

Just over half of Canadians (51%) say they are "very concerned" about the quality of water in their community. By comparison three-in-ten (29%) reported being "somewhat concerned", and only two-in-ten (19%) said they were "not very concerned."[3]

Although Canadians clearly are concerned about water safety and quality they do not yet label the problem a crisis. Only 18% of Canadians rate the tap water in their area as poor; 49% rate it acceptable and 32% rate it high.[4]

There is no clear consensus in terms of what Canadians regard as being the primary cause of tap water quality problems. Industrial plant pollution is regarded as the main cause of the problem by 26% (down seven points since Fall 1988) of Canadians; inadequate sewage treatment is cited by 20% (down three points).[5] Another 12% (up three points) cite agricultural pollution and 9% (down one point) cite leaching landfills.

1. The Reid Report (September 1990): p. 9.
   What condition do you think your community's water and sewage system is in? Would you say it is in excellent condition, good condition, adequate condition, poor condition or critical condition?

2. The Reid Report (September 1990): p. 9.
   In your opinion, where should the main financial contribution come from for maintaining the sewage and water systems at an acceptable level of quality – local taxes, provincial taxes or federal taxes?

3. Environmental Monitor (1990-4): Q. 3tg.
   Are you very concerned, somewhat concerned, or not very concerned about the quality of water in your community?

4. Environmental Monitor (1990-4): Q. 33.
   How would you rate the overall quality of the tap water available in your area? Would you say the quality was high, acceptable or poor?

5. Environmental Monitor (1990-4): Q. 34t.
   In your opinion, which of the following is the major cause of tap water quality problems in your area? Leaching landfills, inadequate sewage treatment, industrial plant pollution, or agricultural pollution?

WATER QUALITY IMPROVEMENTS

Seven in ten Canadians (70%) say they would be willing to pay an extra $200 for needed improvements in the local water system, while only a quarter (23%) say they would not be willing to pay the extra amount.[1]

1. Environmental Monitor (1990-4): Q. 36.
Most households on municipal water systems today pay about $200 a year for their water. Would you be willing to pay twice this amount in order to pay for needed local improvements?

QUANTITY

Both increasing pollution and the issue of water exports to the United States have made Canadians more aware of the value of water as a resource. As a result, they have become concerned about their future water supply.

Almost half of Canadians believe that severe water shortages are likely to occur in their area. According to 19%, such shortages are very likely, while 28% regard them as somewhat likely.[1]

1. Environmental Monitor (fall 1988): Q. 13.
In your opinion, how likely are severe water shortages to occur in your area?

EXPORTS

Polls show mounting opposition to increased exports of fresh water, probably due to concern over our diminishing supply. In 1986 34% of Canadians believed that we should export more fresh water, while in 1988 only 18% favoured increased exports.[1]

Another survey in 1988 asked Canadians whether they would favour water exports provided they were under close government regulation. Almost six in ten respondents (57%) said that they would favour exports under a such condition.[2] Another 31% thought that water exports should be completely banned, while 7% favoured unrestricted exports of water to the United States.

1. Focus Canada 88-4 (fall 1988): Q. 69.
Do you think Canada should sell more or sell less fresh water to other countries?

2. The Reid Report (September 1988): p. 37.
In your opinion, should Canadian companies be allowed to export water to the United States without restrictions, should water exports be permitted but only under close government regulation, or should water exports to the United States be completely banned?